



FABASA

There is only ONE rule for good communication –

LEARN TO LISTEN.

Importance of Open Communication

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Ears get Eyes as I Listen

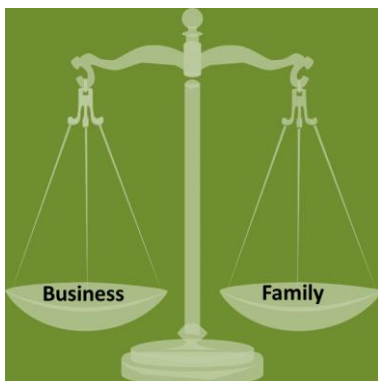
H. H. (Erik) Van der Linden

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Most of us communicate with others as we want to be communicated with. If we practice the golden rule of communication - TO COMMUNICATE WITH OTHERS THE WAY THEY WANT TO BE COMMUNICATED TO - our chances of successful communication increase exponentially. Smartbrief

A family business consists of two systems, the family and the business.

To be sustainably successful, it is important to maintain a healthy balance between the interests of the business



and the interests of the family.

Think of a scale with two pans. In one bowl is the business enterprise and in the other bowl is the family. If those bowls hang unevenly, then there is trouble on the horizon. An exaggerated focus on the business, at the expense of the family, may cause the family members to leave the family business to work else-

where. The opposite is also true. An exaggerated focus on keeping family members happy, at the expense of the business, may destroy the business. The challenge is therefore to maintain a healthy balance.

The business enterprise normally focuses on formal business activities and emotions are secondary.

In contrast to the business enterprise, the family is more concerned with the emotional challenges associated with family life and intra-family relationships.

However, it is important to realize that emotions are underlying the activity of both systems. Positive or negative behaviour in the family will impact the business enterprise.

Regular open and transparent communication is important. Inadequate communication occurs in all businesses, not just family businesses. However, communication in family

businesses is often complicated by vague or artificial communication without a formal communication channel.

Conversations with family members during social events about business matters can be counterproductive. Important business decisions should preferably be taken at formally minuted meetings so that there is no bickering later on about who said what or decided what. The importance of formal and noted communication is emphasized in the New Regulations of the Companies Act of April 2011.



Meerkats teach us a lot about effective communication. The meerkat standing guard makes different sounds that distinguish between different dangers such as snakes and predators, long before they get too close to the meerkat family.

This effective communication gives the meerkats enough time to prepare their defences. Family businesses can also strengthen the business through effective communication.

This symbiotic cooperation enables meerkats to take maximum advantage of their external environment. Meerkats know that together they will achieve more. What is good for one is good for all. They offer a valuable lesson for family businesses.

It is wise to agree on communication processes for both family and business matters. Purely family matters, such for example weddings, illnesses and where children will go to school, can take place through sound informal communication. It creates space for emotions in a non-threatening environment.

Formal communication is equally important. A good method to ensure healthy business communication is to hold formal and minuted meetings so that there is no ambiguity about decision-making. Keep the following golden rules in mind:

- Determine the dates and times for formal meetings in advance and make sure they are communicated.
- Communicate the agenda for each meeting in advance so they can prepare properly. Also, create space for input from everyone who attends the meeting. This creates a healthy discipline and boldness to actively participate in the meeting.
- Make sure that everyone interprets the decisions in the same way by summarizing the discussion every few minutes.

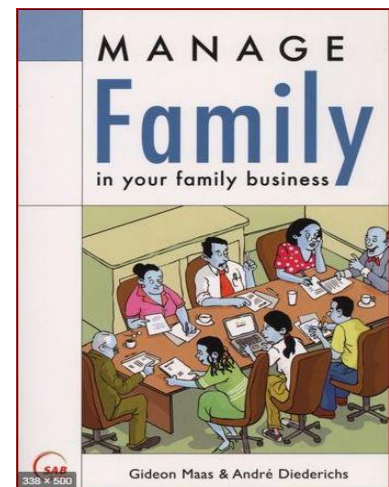
- Do not allow the family to deviate from the conversation through other matters that have nothing to do with the agenda item being discussed.
- Circulate the minutes after each formal meeting within 48 hours of the meeting so that everyone has written knowledge of what actions they must take. The faster the actions are confirmed in writing, the more effectively they will be addressed.

REMEMBER: What you fail to do today is the pain your children will bear tomorrow.

For help with MEDIATION to improve communication contact FABASA at:

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To order this book visit: <https://andrediederichs.co.za/books-dvds-cd/>

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