

# C.H.A.L.L.E.N.G.E.S.® inc

Working with Families in Business

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April 2007 Newsletter

## ***DOES "INDIVIDUALISM" DESTROY FAMILIES IN BUSINESS?***

When did we begin to take our families, that we work with everyday, for granted? What causes us to think more of ourselves than of the families with whom we work? Is it advertising telling us we deserve to have everything and have it now? Is it movie stars or sports figures showing us how easy it is to get money and the wonderful *things* that come along with it? Is it the "other people" we associate with who seem to have more making us think we should have at least as much as they do? Or is it the culture we are enveloped by putting so much emphasis on the freedom of the individual that loyalty to anyone, including the family, is a very distant priority when compared to, "what's in it for me?"

In many family businesses (and families), this ideal of "individual freedom" is growing. Decisions are not being made in the best interest of the company or the family because of the belief, "no one can do it better than me" eliminating the constructive decision making process. Instead of working together, many members of the family business put self-interest or individual freedom before the needs of other family members and before the needs of the business. Frequently, siblings working together in business do not see the *value* other family members bring to the business. Instead, they view one another as obstacles to getting the success in life they want. They view the opinions and needs of others in the business, including parents, as roadblocks to the "freedom" they need to earn money and power faster and quicker!

Individualism can create an unhealthy atmosphere of competition for the "spotlight" and personal attention. Individualism gives rise to egos that trust no one and believe working with others is a sign of weakness. Individual egos that are squarely focused on material things are a primary cause of emotional separation.

Spring is a time of Renewal.

**It is time to subdue our “I deserve it” egos and commit to stop hurting others in our family and treat one another with the respect we all deserve.**

**It is time to humble ourselves and realize we can achieve greater things with the family.**

**It is time to stop wasting our self-righteous words and actions in the name of our individualism and realize that we take away the individualism of other family members when we do so.**

**It is time to realize that the real purpose of being a better individual is to be the best we can be in helping others to become the best they can be.**

**It is time to realize that being an individual within a family is a gift.**

**Coming together as individuals in a family is a start. Keeping together as individuals in a family is the conscious decision to help one another become the best they can be. Growing together as individuals in a family is a renewal (or start) of unconditional, individual love for one another. As a family in business you know where you are when it comes to the *spirit of individualism* and you have a pretty good idea of where others in your family may be.**

**Spring is a time of renewal. Is it time for a renewal of relationships in your *Family Business* before individualism destroys your *Family in Business*?**

**We have worked with hundreds of Families in Business. Contact us and let's discover if we can assist you in facing your Family Business  
*C.H.A.L.L.E.N.G.E.S.***

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***~Look for our newly designed website coming the end of this month!~***