



For families-in-business and families of wealth . . . Today and Tomorrow

The Dream

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To view episodes of the TV Show - Family-Inc -- just go to my web-site
www.deanfowler.com

In a recent episode of the television series that I host, "Family - Inc", John Pagel shares his dream: *"My dream is to develop and grow a business and create an opportunity for my children to succeed in going into the future."*

For families to prosper and thrive across generations, each individual must find his or her own dream and become their own person. For some family members, that means joining the family business and for others, that means finding a path in life separate from the family business.

The Pagel's discussion of the "dream" is very powerful and I encourage you to watch that episode of Family-Inc. The Pagel Ponderosa Dairy story starts immediately after my introduction.

But John Pagel's philosophy is not just about his own dream. His daughter Jamie explains: *"My father always said find your own passion and what you love to do. If you have a job that you love, then it's not really work."* One of his sons, Dustin, reinforces his father's wisdom: *"My dad always told me, go for your dream and your own goal, and if you ever need help, I'm here for you."*

Too often the dream of the parents or the powerful history of the family legacy undermines the support needed to encourage each individual family member to pursue his or her own dream. Those family members who stay engaged in the family business need to be passionate about the business. As the statistics show, only 30% of all family businesses continue into the next generation - but the primary reason is rooted in "the soft side of hard issues" - in issues of values, passion, dreams, communication, family emotional support - not in the technical planning for a transition.

If you have any interest in being featured on Family-Inc or capturing your family story on video, or if you would like to explore and realize your own dreams, please send me an email me at dean@deanfowler.com

To help individuals grow toward their dreams, and encourage families to support one another, I use the Amazing Life Process with my clients. Prior to a family meeting, each member of the family completes the Amazing Life Chart (click here for a copy) and then shares his or her own "start, stop, and continue" list. The exercise gives each family member the opportunity to explain his or her own goals and dreams, and what must change and what needs to be created to have an "amazing life." The process also reinforces the importance of providing support and encouragement from within the family so that each adult finds his or her own path in life.