

Family Businesses

Do family blood ties mean business performance ?

It probably is. But it won't prevent any family business from failure. Most of them are SME, stuck between big corporate groups and all kinds of startups. Most family businesses claim their independence and keep their hands far from business angels.

Often competitive and always agile thanks to a short decision-making process, family businesses can however encounter unexpected turmoil.

Here is an example: In France, when it is time to pass the torch, only 17% of them remain family businesses, while the rates goes up to 56% in Germany and 70% in Italy!* Even if the transmission allows tax benefits during several years, the paperwork holds decision-makers back.

Pourtant la transmission bénéficie d'avantages fiscaux pendant plusieurs années, mais sa mise en œuvre reste un frein important.



Talent is not native and cannot be transmitted!

While in most of today's company and startups, the founder or associates created their structure from goods or services of their making, heirs from family-owned businesses inherit of a package (production tools/employees/factory) that they might not know how to handle perfectly. The inheritors also may not have all the right skills.

All in one, **if a CEO doesn't anticipate his exit**, he might see his company fall into the hands of someone he isn't related to or even worst, see it being relocated!

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Pop! Let's spice up your marketing strategy!

Family businesses are very attached to the values that kept them going through time, yet change is inevitable to stay competitive.

To update or even completely change your logo can be tempting or even necessary. In family-owned businesses more than anywhere, this continuity is important not only for the new leaders but for the entire workforce.

Getting the main executives involved from the start of the process can be a wise move that will pay off later during the communication period.

There will always be competition and with the increase in globalisation, social networking has become a crucial tool for global marketing



Internal communication:
The only first step to ensure a successful transition.

At Execom, we are very involved with your brand and respecting your history while aiming straight for your development goals.
The idea is to keep the ideal balance of creativity, strategy, realism and technicality.

- *A good internal communication to take the plunge*
- *Surprise your competitors with unexpected strategy*
- *From printing to digital..*
Make your clients feel reassured and make bring in more prospect clients

Contact us