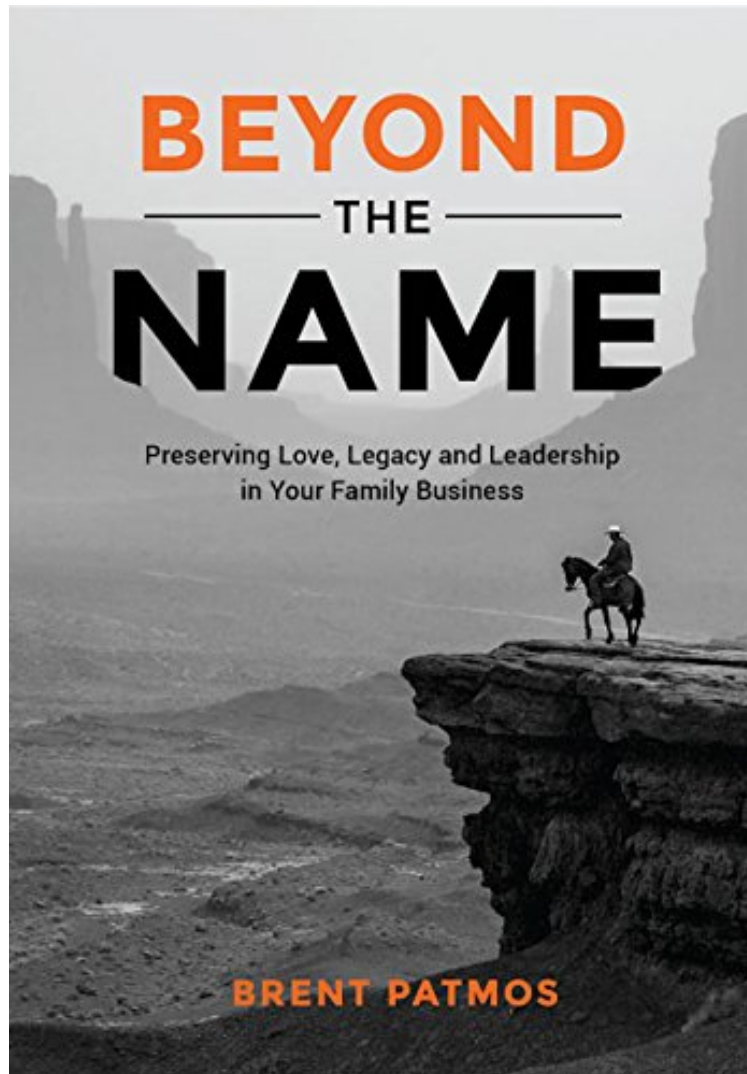


[FREE] Beyond the Name: Preserving Love, Legacy and Leadership in Your Family Business

Beyond the Name: Preserving Love, Legacy and Leadership in Your Family Business

Brent Patmos

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Brent Patmos : Beyond the Name: Preserving Love, Legacy and Leadership in Your Family Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond the Name: Preserving Love, Legacy and Leadership in Your Family Business:

1 of 1 people found the following review helpful. Well worth your time...By Chris BuchBrent is adept at crystallizing topics that are often complex daunting into manageable, practical thoughts. If you're an owner of a family run/led business; this book will challenge your thinking and help you grow. If you're in a leadership role in any capacity; this book will challenge your thinking and help you grow. If you're looking to "graduate" to a leadership role some day;

this book will challenge your thinking and help you grow. As others have alluded, the book lends itself to a quick read but with many sections that warrant further scrutiny. If you allow yourself to be challenged, Brent gives, almost in a fatherly-advice sort of way, multiple insights on habits that will strengthen your family, your business, your leadership, and your relationships. His depth of experience is obvious. His passion for helping leaders be more effective is apparent. This book is well worth your time. 1 of 1 people found the following review helpful. Great Read! By Chris Y Norwood Don't let the subtitle fool you. You don't have to own your own family business for to get something out of reading this book. There are numerous thought provoking strategies that can be useful to the development of any aspiring leader. I blew through it the first time pretty quickly, but now I intend to go back through and take a little more time answering the questions that Mr. Patmos would have you pose to yourself during your journey. 0 of 0 people found the following review helpful. Regardless if you are a family member or not you'll find this to be a great resource when working in the family business. By Unknown Mr. Patmos' insight into the dynamics of the family business is invaluable. Regardless if you are a family member or not you'll find this to be a great resource when working in the family business.

Only 3 percent of family companies last into the fourth generation. Will yours? Your family company is more than a building. It's made up of people you love, legacy you cherish, and leadership you value. As an owner or leader, you have a unique calling to preserve and grow your family organization so that it can thrive in to the future. In *Beyond the Name*, business advisor Brent Patmos shows how the mastery that built your business is uniquely different than the mastery to evolve it. Along the way, he shares experience, and expertise from thirty years of working with senior executives in more than 125 privately held companies. Learn the think-plan-do-measure method, an approach that has helped family companies around the US increase revenue by the millions. Understand how a clearly defined culture creates a uniting force within your company. Discover how to understand yourself and those around you with objectivity to bring the grease focus and clarity to your organization. But more than that, learn to strengthen relationships in you family company. Because, after all, is it really success if you don't love each other in the end?

About the Author BRENT PATMOS is a business advisor who has spent more than thirty years forming the methodologies he uses every day in his work with leaders and their teams. Central to his approach is a concept that is simple in theory yet complex in application: Leaders need to think more. The ability to think beyond what they know to be open to doing things differently from the past sets leaders on a path toward radical change that propels company sustainability beyond the leader's watch. As principal and CEO of Perpetual Development Inc., Brent guides privately held and family owned businesses through transition and evolution. Over the years, he has worked with more than 125 privately held companies and their senior executives, having trained and assessed more than 5,000 sales and business professionals. Brent helps leaders create sustainable business growth and cultural continuity by providing transition clarity, developing leadership competencies and advancing strategic thinking.