

Managing Kids, Career and Family. BURNBRAEN FARMS-FERMES

The Early Days



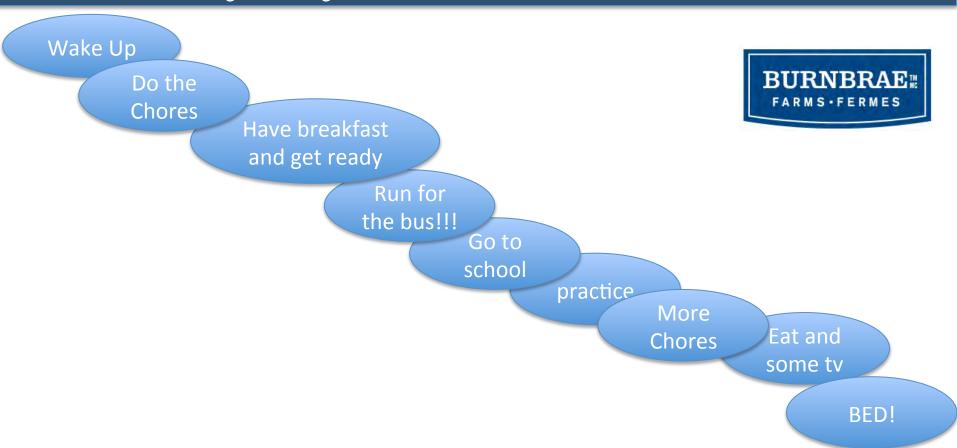






The Early Days





Moments of Truth



What are you going to do with your life???



My First Children









BURNBRAE # FARMS · FERMES

Finding A Mate







Raising Real Kids

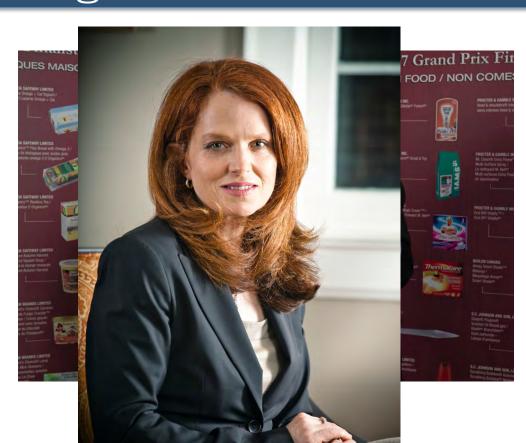






Becoming the President







Becoming President

When you have been raised to follow a strong entrepreneur, it is a very difficult thing to transform yourself into the person expected to lead the organization. But unless you want to see the family farm / business sold, it is a necessary transformation you must make. And when you are a woman the journey is even harder and less expected and accepted by others.

Becoming President



- Some qualities that can guide you:
 - -Strength
 - Resiliency never give up, never go away
 - Willingness to accept and learn from mistakes
 - Learn to Listen truly listen to others
 - -Be Careful who you trust make them earn it
 - -Faith in self, trust your own instincts
 - Decisive and Assertive



Becoming President



- Some qualities that can guide you:
 - -Courageous
 - -Compassionate
 - —Ethical
 - -Consistent
 - -Firm, Fair, Fun
 - -Work really hard
 - -Innovate, innovate, innovate







- Set the rules from the start with your employer, especially if this is a parent
 - —Don't allow your new boss (also your parent) treat you like their child at work seek help to ensure you set reasonable boundaries on how you will be treated and the hours expected of you
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Lessons Learned



- Set the rules from the start with your spouse
 - -If you are expected to put in full time hours and pay half the bills, you can't be expected to do ALL the work at home – undo the stereotypes set by our parents' generation – get them to help – FROM THE START – it is hard to make new rules part way through

Lessons Learned



- Don't Expect to be able to do it all
 - –Afford help if you can
 - Accept all help offered spouse, friends, family, parents, work, kids
- Give up on Perfection
 - -It isn't going to happen, especially with kids
- Focus on the most important things and let some of the others slide

Lessons Learned



- Spend time alone with your spouse and start that right away
 - On a routine basis, take time to do something you love to do together monthly supper, annual weekend away, a trip if you can cultivate that relationship
- Cultivate Relationships with Girlfriends / Sisters

Advancing Women { Life Skills for Leadership~Women in Ag Conference }

Thoughts on Succession

- Family-owned companies account for 80% of all businesses worldwide, and about one-third of them are owned by women.
- According to North American statistics, femaleowned family firms experience greater family loyalty to the business, agreement with its goals, and pride in the business.
- Woman-owned family firms have a 40% lower rate of family member attrition in the business.

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Thoughts on Succession



67% of family businesses don't make it to the 2nd generation and 88% don't make it to the 3rd generation.





Thoughts on Succession



- When dealing with succession:
 - Healthy Family, Healthy Business
 - -Family before personal wealth maximization
 - Seek out the advice of a good family counsellor as well as legal and financial advice
 - -Start now to think about succession
 - Get the next generation involved early
 - -Train them to be stewards



Thoughts on Succession







Parting Thought



IEGG







Thank You!!!

