



Playing The **Trust Card**... And Winning

No Nonsense Team-Building For Family-Owned Businesses (And for the teams that want to **be like family**...)

Why is it some family businesses survive even with difficult transitions brought on by **generational changes, new competition or sudden shifts in the market**? And not just survive, but actually, thrive, despite often being *out-spent, out-advertised, out-tax deducted, out-resourced, out-recruited, and out-sized*? Yes, of course it's a complex question. But there is one amazingly powerful success factor for family businesses that rises above all others. That factor is **trusted relationships**.

And yes, of course they also need great products and services. But we all know it's *trusted relationships*, both in and outside the organization that makes the difference.

We know this because it's everyone's North Star. We all cherish *trusted relationships*.

For example, my wife and I recently drove 3 hours from our home near San Francisco to Santa Cruz, CA to begin creating our Family Trust. How many attorneys did we pass on the way? It doesn't matter. This specific attorney came highly recommended from friends we deeply trust. So by extension, we trusted a person we'd never met (*a family business by the way*) and our first meeting totally reinforced that trust.

I could tell you similar stories for each trusted provider in my life. I'll bet you can too!

So what does this mean? It is simple. Even though *trusted relationships* can occur in any type or size company, family businesses have a natural, structural advantage. They're built for it. Are there exceptions? Certainly. Not all family businesses have, or are able to leverage this advantage. However, when they do recognize, protect and grow this precious asset, they become stronger and more competitive. Which also means, of course when they let *trust* atrophy, they will often suffer the many ills of a lower-trust environment, even more intensely than a big company.

Lower-trust environments create a *cultural* race to the bottom. Internally it creates distrust, fear and skepticism, leading to communication challenges, responsibility ducking, performance problems and less durable decisions. Externally with clients, it breeds an environment, where price becomes the primary way to compete. The bottom line? Lower trust relationships (internally and externally) kill the bottom line.

For over two decades, I've helped successful family businesses protect, nurture and grow *trusted relationships* both inside and outside their organizations. I've done it by studying leaders and teams in order to craft and offer uniquely simple and effective tools. Tools that actually build trust through tangible processes and behaviors.

Thankfully, these simple techniques and tools are not hard to learn. And they are now included in a 1-day, engaging, practical and experiential workshop.

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1.) Trust Flourishes With **Respect, Understanding, Caring and Fairness**

Wherever there are *trusted relationships*, you can be certain these four values are being honored. Honored means “**lived**” with our feet. And while there may be other values an organization holds, the bedrock ones for building trust must be **respect, understanding, caring and fairness**. Thankfully there are specific behaviors, processes and tools that make these values **come alive** on a daily basis.

2.) The Hardest Things We Do... Take The Softest Skills To Do Them

The trick is having the right tools at the right time so your team can communicate and collaborate in a way that builds, not damages relationships. Plus, be able to handle the inevitable times of conflict and diverging opinions without blowing up projects and critical relationships.

3.) Get Creative Or Play Catch-Up To The “Bigs”

Many family businesses are unwittingly competing with larger organizations on their turf. They are trying to win at games they can’t easily win. Using creativity as a practical, repeatable tool, family businesses can define their own game and rules. They can make competitors come to them instead of the other way around.

4.) Language Is The Only Tool We Can’t Put Down

The stories we tell ourselves and others are critical. And why not, we’ve been using stories, poems and aphorisms to understand and navigate our world since cave days. After all, they explain, teach, incite, warn, motivate and inspire us. The best teams know this and have the tools and practices to use stories in the most powerful ways.

Why You May Want To Bring This Workshop In-house?

You are an exceptional family business (or) aspire to think and act like one. You want a comprehensive model for resolving interpersonal challenges and building *trusted relationships*? You have lots of heart and passion for what you do and who you serve, but need new team tools to do it better? You could be a mature business, or maybe you are just starting? Above all, you are committed to reaching more of your potential.

This workshop will provide practical tools that not only work but are fun and inspiring to use. They will help you and your team address and overcome the most prevalent and damaging communication and collaboration mistakes and challenges that face family businesses. ***Epecially during periods of significant transition.***

If you and your team are similar to other teams I’ve worked with, your confidence will increase with these new tools, commitments and structures. Because you will have learned the secrets of how great teams not only survive, but flourish and thrive.

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I've Learned What I Teach By Doing

Before deciding to help leaders and teams, I worked on and led some great teams myself. From two Fortune 500 companies to a hi-tech business I helped found. Over the last two decades, as a team and leadership coach, I've worked with some amazing and successful *family-owned* and *family-like* business teams. A partial list includes Birkenstock USA, Community West Bank, La Tortilla Factory, Goldsmith Seeds, Fisher Vineyards, McGuire Real Estate, Bank of Marin, Moss Adams, Frank Howard Allen, Collins Electrical, Exchange Bank and others. Each with their own unique strengths, challenges and ways of building *trusted relationships*.

"Building a great family business team comes down to trust, which is supported by respect, understanding, caring and fairness. Get those values right and your product and service quality, innovation, customer service, engagement, sustainability and profits will follow. And please, no boring team building. If it's not fun, informative and filled with inspiring, bold language... why bother?" —db

A Simple and Comprehensive System That Works

Drawing from two decades of learning from hundreds and hundreds of workshops, 1-1 coaching sessions, and organizational retreats, I've distilled it all into a simple, comprehensive system for supporting team success. We've worked out what works and what doesn't. For example: *How to make ground rules stick? How to predict the success of any project? How not to waste team energy? How to handle conflict? How to harness the power of diversity? How to make tough decisions that everyone supports? How to create a simple plan that actually works and people will follow?*

This one-day workshop can accommodate teams from 5 to 15.

You will learn about:

- *What is your own behavioral style? Yes, we each have one.*
- *What it takes to really listen to other team members and customers?*
- *Why beliefs and assumptions can be so dangerous to collaboration?*
- *How to turn difference into power and possibility vs. pain?*
- *How team stories either build energy and motivation or zap it?*
- *How to develop an attitude of gratitude no matter what the circumstances?*
- *How to use a simple martial arts technique to handle difficulty and conflict?*
- *What steps are required for growing creativity, innovation and fun?*

Special Offer Until 3/31/2017... And Full Guarantee: \$6,000.00 (plus any travel expenses) for a team of (5 to 15) members. **2 full days** of services, which includes a cross section of team interviews to understand the specific challenges and strengths, customized preparation, workshop materials, and one full day workshop. 100% refund if not satisfied. Also, if additional work is desired, preferential scheduling and pricing will be provided.

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