



## *Why You Should Write Your Family Business History*

by Rachel Landry

I'm tempted to start by saying, "If you've ever considered writing a biography of your family's business, then this webinar is for you!" And that would be true, indeed. But that's not the whole story, because I'm fairly certain that most of you have never given any thought to writing a business biography until this very moment. And for that reason, I'm especially excited to have you join this webinar.

I want you to answer a question that you've never even asked. "Why should I write our family business story?"

There are countless answers, and we'll cover many of them in an hour, but I expect that by the time we're done, you'll have come up with a few of your own reasons to add to my list. That's the point of this exercise, to get your wheels turning, get you thinking about the specific circumstances of your family's business, and see the value in this proposition as it applies uniquely to you and your family.

### **For the future**

Sometimes we don't know we need something until it's handed to us, and once we have it, we suddenly see and feel its value and we cherish it with all our hearts. As the current leader of a multi-generational business, you may feel you have the added responsibility of trying to anticipate what the next generation of leaders may need, and preparing it for them, whatever it may be, so they never have to wonder or guess. In a family business one of those things, possibly the very first and most important of those things, is the legacy. The progressive story of the business from the day it started to how it got to where it is today, with special emphasis on the values and dreams of the person or people who built it from merely an idea or need, to this thriving modern entity.

That's only one example of the potential value your documented story holds, the appreciation that will surely come to those who read it years from now, or decades from now, when you or other family members who know the story firsthand are no longer around to tell it.

### **For the present**

The action you take today will certainly generate immeasurable results well into the future. But more than that, this action can generate measurable results today. This session will explore the immediate benefits of documenting your legacy, and the long-term gains of doing it sooner rather than later. In addition to your future generations and family members, there are other possible audiences for your business story. We'll identify a number of them together, helping you understand how you can use a product like this today to boost your business. A few examples of possible uses for your family business biography: A training tool for your non-family staff. A new way of engaging your target client market. A way of expanding your target client market.

### **What it might look like**

In addition to discussing the many reasons to share your story, we'll explore some of the ways it can be done, based on objectives. In other words, what form your story might take if you decide your goal is staff training, for example. It will take on a completely different form if the goal is to use the story as a marketing tool. That's a different objective and a different audience. Same story, but told in a very different way. And once again, you'll be able to add your own ideas in terms of the objectives and possible audience that specifically apply to your company's circumstances.

### **How it's done**

At the end of this webinar, you will be able to imagine several uses for your family business story, and I hope you'll have some questions I can answer to help you start to shape that idea even further. One of your questions might be along the lines of "If we decide to do something like this, what's the process?" We'll review the answer to this question also. I'll explain the preliminary steps to a writing engagement, as well as how a writer might approach the process with you.

### **For now, I'll leave you with this:**

As a biography writer, I receive frequent inquiries from individuals—especially seniors—who want to write their personal legacy. There is one common thing that I hear from almost every one of them. That is, "I wish I'd done this sooner." Some say they've been thinking about it for a long time, while others say it's a new idea suggested to them by a son or daughter. But either way, they wish they'd done it sooner. And to that I say, it's never too late. But more importantly, the lesson here, and what this webinar will undoubtedly reveal to many of you, is that it's never too soon.

*Rachel Landry – A Writer for Life*

Since 2007, Rachel has been helping countless individuals share their personal stories and life experiences. She has also worked with business leaders who want their company stories told in an engaging and authentic voice, revealing the human spirit behind the corporate branding.

Rachel Landry can be reached at:

[www.rachellandry.com](http://www.rachellandry.com)