



Why Family Firms Are Like Jenga

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With ties that bind emotionally and legally, family businesses are different from non-family firms: sensitive, easily disrupted and conflict-prone. But in this interview with FamilyBusiness.org Managing Editor Kim Eddleston, Doug Baumel of Continuity Family Business Consulting argues that family businesses must find a way to innovate nonetheless, even if it brings conflict and discomfort.

[Link to video](#)