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Why There Should Be No Birthright to a Job in the Family Business

Kimberly Eddleston (Northeastern University)

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Joe Brito says relatives should earn their place by starting at the bottom, learning the business and proving themselves before moving into leadership roles.

Link to video

Joe Brito, the third-generation head of C.B. Utility Co. (http://www.cb-utility.com/) in Bristol, Rhode Island, started his career in the family business as a laborer. He firmly believes that anybody entering their family business start at the bottom: "Come in through the downstairs door...not the upstairs," he says. In this interview with Northeastern University Professor Kim Eddleston, an editor at EIX.org (https://familybusiness.org/) and FamilyBusiness.org (https://familybusiness.org/) , Brito shares the secrets of success for his family business, which has survived an astounding four generations. Other bits of advice? There's no birthright for relatives. Make them apply for jobs in the family firm. Kiss them on the cheek AND kick them in the butt when necessary. Brito's words of wisdom will hit home for anyone trying to make both the family and the business successful.

Learn More:

What It Takes to Build a Four-Generation Business (https://familybusiness.org/content/What-it-takes-to-build-a-four-generation)

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