Entrepreneur & Innovation Exchange
Published online at FamilyBusiness.org on February 10 2020
DOI: 10.32617/468-5e415efcdfd0b

How Women Can Prepare to Lead a Family Business

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KEYWORDS: Management, Family Business, Women, Susan Laverick.

Future women leaders can build confidence and credibility through education, outside work experience and early encouragement to pursue leadership opportunities.

Link to video

Every family business founded or led by a man eventually must go through a changing of the guard -- and today more women relatives are taking over the helm from a patriarch. Despite this progress, established stereotypes of women's capabilities haven't gone away and many new leaders can't escape being labeled as the previous owner's wife, daughter, sister or niece rather than the boss. In this interview with Dr. Susan Laverick of the UK- and Switzerland-based House of Beaufort consulting firm, Familybusiness.org editor Kimberly Eddleston explores how women and their families can prepare for new leadership roles. The process, Laverick points out, begins when the future women leaders are girls: by encouraging them to empower themselves and take advantage of opportunities. Education and experience in an outside firm will also give the future leaders a solid foundation and more confidence when they take the reins of a family business.

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