



Breaking the Glass Ceiling in a Family Business

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[Link to video](#)

Despite decades of striving and some progress, women still face a glass ceiling in many tradition-bound family businesses. In this interview with familybusiness.org Editor Kimberly Eddleston, Giovanna Campopiano of Lancaster University talks about her research into what holds women back from leadership roles at their family firms. Unfortunately, outdated ideas about primogeniture and a woman's rightful place have not yet gone away, and women still feel too much pressure to prove themselves. However, Campopiano points out that some families are being intentional about giving both sons and daughters the tools they need to be competent and confident leaders. Her advice: use informal family gatherings to introduce younger generations to the business and spur their interests...but encourage children to reflect on what they really want for their careers and respect their choices.