



# Family Firm Values Start at an Early Age

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In her third interview with Familybusiness.org, Mitzi Perdue shares strategies from her book entitled, '[How to Communicate Values to Children So They'll Love It](https://www.amazon.com/Communicate-Values-Children-Theyll-Love-ebook/dp/B075PHJHVS)' (<https://www.amazon.com/Communicate-Values-Children-Theyll-Love-ebook/dp/B075PHJHVS>). "Values, as she points out, help children become responsible stewards of the family business when it's their turn.

Perdue is the widow of Frank Perdue and the daughter of Ernest Henderson Sr., a founder of the Sheraton Hotels empire. She also runs a consultancy devoted to family business success.

In this interview with familybusiness.org Editor Kimberly Eddleston, Perdue talks about instilling good attitudes towards money so that children will handle the family firm's assets responsibly down the road. Families should also introduce young children to the fun parts of the business early in life, as the Perdue family did when they encouraged their little ones to enjoy the baby chicks. And another good piece of advice: Don't be afraid to say no.

The downloadable template (above) includes instructions for adults on how to create newsletters and fun activities that help explain and reinforce family values.

[Link to video](#)