



It's a Family Business

Ensuring we make this relevant to our daily life, which today sadly has moved focus from balancing work and family, we are finding that more and more business or work has slowly embedded itself into our family life.

Thus we have become a fully-fledged, family business or more aptly a family enterprise. With the advent of the social media platforms - being used for work, play and family - we are interconnected.

Leverage from the Family enterprise, as the world gets smaller and smaller and more interconnected; our circles of influence are growing exponentially. There is always that member of the family that seem to take on very specific roles;

The wise, the helper, the dishwasher, the gossip girl, the homemaker, the brag-gat, the religious, etc.

When it comes to leadership, every family member is the leader in various aspects and for various reasons. There is the aunty who has an uncanny ability to get people to rally together for a family fun day. The uncle who can organize cheap and affordable holidays for the family, the best for me is the cousins who can organize anything you want - MacGyver.

Families tend to leverage the value from each other regardless of age, title position or role in the family. The question is: How can the corporates do this?