



Values

Not the values on a wall. The ones you actually live.

- 1. What really matters to you and your family?** *Not the answer that sounds right. The one that is true.*
- 2. What values do you expect of others?** *The non-negotiables. The way you need people to show up.*
- 3. What values do you live by now?** *The ones others would name if you asked them.*
- 4. What values would you like to get better at?** *The one you know matters but keeps slipping. Name it.*

Values agreed together, owned by everyone — that is the foundation.

What really matters?

It's the people.

Looking Back

- What do you love most about your family and business today?
- What do you feel most proud of?

Looking Forward

- What do you want — and why do you want it?
- In 10 years, what would you like your family and business to look like?

Concerns & Risks

- What worries you most about the next 10 years?

Personal Perspective

- What would make you proud to look back on in 10 years?

Succession begins when the older generation leads — through Values, then Culture, then Communication.

*“Culture is about the **WE**, not the **ME**.”*

The ME has to strengthen the WE, because the WE supports the ME.

— Chris Webb, Author & Coach

The responsibility to start the conversation belongs to the older generation.

They must lead by collaboratively developing:

- 1. VALUES** the whole family is accountable to.
- 2. CULTURE** — culture is about the WE, not the ME.
- 3. COMMUNICATION** as a practice, not an event.



The Long Game™

Building Family Legacy on the Land | Four Daughters™

Developing Respectful Communication & Self-Awareness

Nothing progresses without respectful, open communication. This is where families either move forward — or stay stuck.

1. Am I listening to understand — or to reply?
2. Was my message clear and actionable for the listener?
3. What impact might my words and tone have had on others?

BE BOLD — extra brave step

Within a safe environment, ask a family or business colleague —

“What could I do better to help get my message across clearer?”

That's a Wrap *What is the one thing you will do differently this week? Write it now.*

What Happens Next

1. **Go home and sit with these pages.** Reflect quietly, individually first. Don't skip this step.
2. **Look at the Family Readiness Decision Tree — where are you right now, honestly?**
3. **Speak with your whole family.** Don't leave anyone out.
4. **Communication is key.** Be ready to be open and respectful. Let ego go.
5. **Set up a simple family communication tool today.** Use it.
6. **Consider who could help you develop your Values, Vision and Strategy.** A coach, facilitator or trusted person. Make some calls.

The best time to start the conversation is now.

Succession is not a transaction. It is a life choice, a relationship choice, and a culture choice.

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Please take a minute to scan the QR code and answer the survey. Suggestions welcome. Add your name and contact in the comments if you would like to know more.

