



The Business of Family Business: How to grow the business while keeping the family together

By Mirza Yawar Baig

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Family businesses need a similar transformation if they seriously intend to become global players in the world market. A transformation that is intrinsic, primordial, intense and painful but which then opens the doors into a world that they did not even know, exists. A world of global influence, great wealth and power and the potential to leave behind a legacy that lives on long after the founders have gone the way of all life. The choice is ours. It is not an easy choice. It is not a quick fix transformation that will happen without serious effort. It is not a course of action that will not meet opposition from other caterpillars. However as I said, the choice is ours to make.

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Editorial Review

About the Author

Mirza Yawar Baig is the founder of YAWAR BAIG & ASSOCIATEST. International Speaker, Author, Life Coach, Corporate Consultant, specializing in Leadership Development helping technical specialists transition into Management and Leadership roles. He helps Family Businesses make the critical transition from being 'Person-led to becoming Process-driven' and create robust systems that will enable the business to be handed from generation to generation. Yawar is a life coach and mentor for prominent family businesses in India, South Africa & Sri Lanka. His latest book, 'An Entrepreneur's Diary' traces his own journey as an entrepreneur. Yawar specializes in helping Start-ups make the transition into their growth phase, helping them to look at challenges and take difficult critical decisions. In 27 years of training and consulting Yawar has taught more than 200,000 managers, administrators, teachers, technologists and clergy on 3 continents. He combines Eastern values with Western systems to transcend cultural boundaries.

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