

Welcome to the Start of Summer

Here are a few things we've been up to, thinking about, and anticipating.

Summer 2021



Expand Your Thinking and Connect With Peers: Educational Opportunity

SEFOF 2021: Celebrating Enterprising Families and Their Resilience
September 27-29, 2021

We know that families find a lot of value in learning from and networking with peers. Our clients have found that the South Eastern Family Office Forum (SEFOF) is an intimate setting for both formal and informal learning. Once again, Relative Solutions is an Educational Partner for SEFOF 2021. Partners and Senior Consultants Carolyn D. Greenspon and Rebecca A. Meyer will lead the Pre-Conference Workshop entitled "Mastering Family Meetings to Achieve Your Strategic Goals." We would be delighted to see you at the conference.

[Learn More](#)

Turbo Charge Your Strategic Planning: A Framework for Sustainable Families

Building Resilience in a Family Enterprise
by Rebecca A. Meyer & Fredda Herz Brown



"Thinking about resilience as a muscle suggests that it can be thoughtfully and incrementally developed by use. It requires both exercise and effort to build. Once that's recognized, we become aware of the opportunities to develop resilience and the need to evaluate when help or a shortcut is benign and when it can undermine the development of resilience."

By engaging periodically in a strategic planning process, family enterprises can build collective and individual resilience in their members. In this article for Trusts & Estates magazine, Rebecca A. Meyer and Fredda Herz Brown discuss the importance of looking for opportunities to foster resilience, and offer a strategic framework for family enterprises to follow.

[Read More](#)



Frontiers in Human Capital Development

Find Your Strategic Voice
by Carolyn D. Greenspon

"As opposed to operating from the back of the room in a 'quiet whisper,' women feel more able to have a seat at the table and to provide meaningful leadership. However, despite these significant shifts... many women in family enterprises face challenges of lower expectations, fewer role models, limited opportunities for mentoring, and the need to overcome expectations from the past, which don't always correspond to their increased position."

In this article for Family Business Magazine, Carolyn D. Greenspon discusses how though there have been increasing opportunities for women to directly contribute to their family enterprises, there is still work to do to for them to be seen as leaders, and discusses strategies women can employ to increase their influence in meaningful ways.

[Read More](#)

Worth a Listen: Enhancing Communication to Optimize Understanding

Why Conversations Go Wrong
Hidden Brain podcast with Deborah Tannen



"If you frame everything as a fight, it's corrosive to the human spirit... if you get in the habit of seeing good intentions, yes, maybe you'll miss a few bad intentions and think better of a few people that don't deserve it, but the world will feel like a safer place whether you are right or not. But I think you'll be right more often than you realize."

For families that share assets, skillful communication is essential for sustainability and resilience. If you have ever struggled with communication with those you are close to (who hasn't?) or had a sense that you speak different languages, this Hidden Brain podcast may be useful. Linguist Deborah Tannen describes what the research tells us about how our conversational styles can cause unintended conflicts, and what we can do to communicate more effectively with the people in our lives.

[Listen](#)

Wishing you a happy and joyful summer,

Fredda, Carolyn, Rebecca, Cathy, Bryn, Karen and Vanessa



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