

A WIFE'S PERSPECTIVES

by Stacy Feiner, PsyD
Case Study



When Dr. Feiner began coaching Charlie Braun on growing our family business, Custom Rubber Corp., I was happy. I suspected she would help him move past mental blocks and become a more confident and decisive leader to in turn grow revenue. And she did. To my delight, Stacy's holistic/all-encompassing coaching approach also prompted Charlie to begin having conversations with us—his family, including the kids and me—about what it means to be an owner of a family business, someone responsible for the actual assets and liabilities of the business; what it means to be a manager of a family business, someone responsible for other jobs and customers; and what it means to be a co-head of a household, someone responsible for the way that benefits and drawbacks of business ownership accrue to the family system.

In building awareness of and having a language to discuss Charlie's role as the leader of a family business and how that intersects with his role as co-leader of his family, Stacy really opened him up to change.

I so loved how she helped him grow as a leader and person, that Stacy and I have become friends and are finding ways to work together. She doesn't pull her punches, she knows her stuff and the complexities we face re: psychology and executive leadership, and she helps people achieve better results with more resilience than they otherwise might.