

STUCK WANTING THE SAME THING

by Stacy Feiner, PsyD

CASE STUDY



I was on the west coast last week for a 2-1/2 day off-site with co-owners of a service business. Very complimentary partners with a great reputation – a brother who drives sales and a sister who runs the operation. So when covid essentially shut down much of the competition, they were in a strong position for sudden growth.

A great “problem” to have except as they got overwhelmed and reactive, they lost their rhythm and got disconnected. They started reverting to old sibling dynamics trying to get through it with “thick skin” – which just meant brushing everything under the rug and holding grudges – which obviously made things worse. Now frustrated and undisciplined, they risked losing their reputation. New clients coming in is good, except when loyal old clients threaten to leave.

The big take aways:

- They must stay front-and-center with each other to lead the company’s growth. We referred to this as: “Being in the service of each other.”
- They must pay attention to the deep emotions that surface, and use them to make better decisions. We referred to this as: Having compassion for each other’s shortcoming – after all they had the same difficult upbringing.
- They must focus on developing themselves in their three primary roles: as owners/partners; as leaders/employees; and as siblings with a shared family in the balance. We referred to this as: Be the best for each other – in the end it’s good for everyone.

Winning requires emotional awareness to identify the problems you know are there, but can’t pinpoint. Other times to solve problems you completely see, but haven’t been able to solve. This partnership is back on track with the emotional awareness needed to execute a winning growth strategy.

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