

# FEUDING 50/50 BROTHERS

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Case Study



We run the hard race every day. We must be accomplishing small wins along the way, or none of us could sustain such a pace.

Six months ago, at the start of a client engagement, I was smack in the middle of two feuding brothers on the brink of blowing up their partnership. Their accountant, who had witnessed this situation build to its breaking point, made it a point to tell me he was “amazed” as I unraveled the emotions fueling each argument—bringing the two brothers from rage to reasonable.

The accountant explained the brothers were moments away from expensive litigation, family estrangement, and the loss of the family’s legacy. He had never seen a coaching conversation where two people were shown how they were both wrong and both right. How they could make choices to be reasonable or unreasonable, and

how dissolution could be the right thing but not if done the wrong way.

Most striking for him was observing me coach the heated pair to find common ground in the most unexpected places. Allowing cooler heads to prevail, I made enough room for exploration to begin.

The takeaway: Until owners gain visibility into their entire ecosystem, they’re shooting randomly at dusk—the time of day when you think you can see everything but really can’t. My process interrupts unconscious patterns and delivers real health into how you live your life and make decisions. One victory at a time.

When YOU are serious about breaking the vicious cycle and creating real growth—the kind that improves everything and sets you up for new levels of success—I am here for you!