

perspective to decide

“Whenever you see a successful business someone once made a courageous decision.”

(Peter Drucker, US-American Economist)

Companies live by decisions: Success or failure is directly linked to decisions regarding business partners, employees and products. This also applies for family-owned businesses but with one difference: Next to the business there is the family. Decisions regarding the long-term strategic focus, investments, location or the succession are therewith becoming more complex. Entrepreneurs of family-owned businesses face the challenge to satisfy the business and the family in equal measure. The decision of the entrepreneur does not have to be the same as the one of the father, the one of the successor is not the same as the one of the child. How can family and businesses act successfully in this area of conflict?

“For everybody the moment of choice and decision will come.”

(Oscar Wilde, Writer)

Daily people make numberless decisions: important ones and unimportant ones, knowingly and unknowingly – they determine the path of life and future. The consequences remain mostly unforeseeable.

Often the pressure to make a quick decision does not leave room to question own thoughts.

Still nobody has the liberty to elude from a decision – because: Who does not decide still decides.

“The more you know, the more you know what you do not know.”

(Dietrich Dörner, Psychologist)

Similar to an iceberg decision problems only show themselves partially, by far much the larger part is hidden below the surface of the water. The complex cause-effect relationships of problems are even more significant, considering that a “perfect” decision is almost impossible. In context of lacking information it can appear almost coincidental. The responsibility of the decision-maker remains – for himself, the business and his environment.

“You need head and gut decisions, both play together like a soccer team.”

(Gerd Gigerenzer, Psychologist)

The sequence of the slender resources - time and knowledge - is not surprising.

Led by our feelings we make decisions on a gut level. But not every gut is the same! It is directed by instincts and lead by influences like educational background, experience, mood and potential consequences of our actions. Decisions made on a gut level are unique but not extraordinary. What consequences does this knowledge have on business decisions?

“Life is the sum of all our choices.”

(Albert Camus, Writer)

The XI. Congress for family-owned businesses gives the participants the opportunity to exchange experiences. It is essential to be aware the area of conflict between the economic and social necessities. Can the connection of family and business eventually allow for more sustainable, faster and entrepreneurially freer decisions? In addition the congress offers a fascinating trip to other worlds of decisions-making. There is room for the latest findings of modern brain research regarding the decision process as well as exchange with decision-makers from other professions.

Under the perspective to decide theme (original german motto: Perspektive Entscheiden) we invite you to make your decision for the XI. Congress for family-owned businesses.