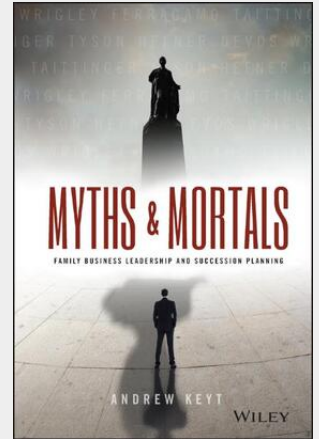


Keyt

MYTHS & MORTALS

Establish credibility as the new family business leader Myths & Mortals, Family Business Leadership and Succession Planning provides insights and strategies for successors of family businesses. Successors often find themselves in the shadow of their parents making it difficult to establish credibility in the family business and tap into their own strengths. The stress of emulating a parent begins to clash with who they are and who they want to be as a leader. Written by internationally known business strategist and succession planning expert Andrew Keyt, this guide shows you how to establish credibility, take your place at the head of the table, and run your business your way. In groundbreaking research, Keyt interviewed more than 25 successors of family business legends including Massimo Ferragamo, Bill Wrigley Jr., Christie Hefner, and John Tyson to find out how they overcame the challenges successors commonly face. The analysis from that study formed the basis for the strategies presented here--to help you win the loyalty of those stuck in the old way of doing business, and still focused on their former leader's vision. You'll learn how to take charge without sacrificing your own leadership style, and how to get everyone on board with your vision for the business. Growing up in the shadow of legendary family business leaders creates a unique challenge for successors to the leadership position. You cannot remove the emotional power of family dynamics from the business, but you can change how you choose to react to it. To be successful, you need to create a sense of identity and credibility, and step out of the shadows of your forbears. This guide provides strategies for doing just that, so you can take the reins and be the effective leader your business needs. * Overcome the obstacles successors commonly face * Win over those still loyal to their former leader * Build your own credibility, separate from your parents * Develop your own leadership style and do business your way Credibility is elemental to business leadership, but establishing that credibility is the successor's biggest challenge. Myths & Mortals, Family Business Leadership and Succession Planning helps you plan around the obstacles and avoid common missteps so you can lead more effectively right out of the gate.

PRAISE FOR MYTHS & MORTALS "I can't think of anything more important to a family business than legacy planning. We're going through that process right now and have found Andrew Keyt's book Myths & Mortals to be very helpful. Read it-it will help you in your family business, too." -Ken Blanchard, co-author of The New One Minute Manager(r) and Leading at a Higher Level "Fascinating book filled with insights, lessons, and stories about what it's like to earn credibility and find your identity. I would recommend this to any business leader. The research and advice in this book is invaluable to all leaders of family-owned businesses." -Ori Brafman, New York Times bestselling author of the books Click and Sway "The nature of leadership generally, and particularly the process of succession to leadership, has been a perennial question for students of families, tribes, nations, and empires since the advent of writing. Andrew Keyt is the next serious author to add to the world's knowledge on these subjects and specifically to these issues in family businesses in his book Myths & Mortals." -James (Jay) E. Hughes, Jr, author of Family Wealth-Keeping it in the Family and co-author of The Voice of the Rising Generation: Family Wealth and Wisdom "Myths & Mortals speaks to the core issues facing successors to family businesses and defines a path to step out of the shadows of the family mythology. Andrew Keyt recounts both the successes and failures of storied next generation family business leaders as they navigate 'the Successor's Curse.' This work should be required reading for all current and future leaders of family-owned businesses who want to ensure the success of their family and its business for many generations." -Kathryn M. McCarthy, Family Wealth Advisor and Director of the Rockefeller Trust Company, NA "Andrew's book is full of powerful insight and lessons to help generations of family business owners be successful." -Mac Anderson, Founder of Successories and Simple Truths and author or co-author of 22 books that have sold over 3 million copies



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