

Family Business | July 2024

Dear Family Business,

Can you imagine an asset that helps you ceaselessly and boundlessly grow your yearly business earnings? How would you feel if your earning grows in volume, speed and touches more & more lives through your business?

Would you value an asset that practically is timeless and powerful enough to keep your families' prosperity on ever-growing mode for the next 300 years? Would you value this asset if it guarantees emotions of love and harmony remains unpolluted, pure and pervasive?

An asset that makes sure your kids become able-leaders of your family enterprise.

An asset that guarantees existence of only one power - the power of mission, owned in oneness with unity bringing unstoppable growth.

Would you value an asset that helps you eliminate wasteful hours from each member's lives including yours that are otherwise spent in suppressed anger or any such negative return emotions?

Would you value this asset that guarantees to keep mental atmosphere of your family with nothing short of ultimate peace of heart & mind enabling everyone to unite for

singular focus on growth? Like an ultimate team of mountaineers who climbed the highest mountain ranges in Greenland achieving impossibles after impossibles.

Would you value an asset that keeps growing the respect and beauty in heart of each member for the family they belong to? Would you value such asset that helps you to continually grow your own universe?

What would you call such asset?

My clients call it **perpetual asset**.

A perpetual asset for a family business is its integrated system of constitution and governance. This integrated system promises to deliver worth 300 years of your glory, prosperity, legacy, love and happiness.

Basically, an asset that ceaselessly creates financial returns of your investment you make once. You can even choose to have these financial returns growing every year, keep coming in your treasury for even 20 generations of yours and more. Your choice!

Apart from the ceaseless financial returns, the head, heart, and soul process of SOCH helps you develop this asset that keeps creating all the priceless returns such as real unity, unpolluted love, and true harmony.

Such lofty promise cannot come from something cheaply thought, designed, delivered and deployed.

Do you understand and appreciate this?

This is why SOCH pioneers in its distinguished abilities to produce finest of constitutional systems that lasts your generations with matchless financial returns and priceless returns, of love and unity in family.

Think about it.



A CRUCIAL INSIGHT ON FAMILY CONSTITUTION:

Owners' contracts, shareholder agreements, business protocol, family rules & code of conduct guides are the "coldest" form of family agreements, that must not be considered any close to a what a family constitution aims to deliver.

The shareholders agreement may guard against certain situations, but it is not sufficient to assure family owners timelessly growing prosperity and growing the unity and commitment in each present & oncoming generation of the family.

They have their place, but, you cannot say rowing boat as a mighty yacht capable to you to sail through all oceans in all conditions safely, successfully, and unstoppably. Think for a moment on this, and save yourself a blindfold for decades of time and along with a lost opportunity to thrive for 300 years.

