



## Brand Overview for Gary Wolf's Family Succession Mediation Firm

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# Why do you need a brand overview?

Here's the thing: With a well-defined brand and finely-tuned messaging, you don't always have to be out there selling yourself. Carefully chosen words, tone and imagery in the right marketing vehicle (think website, direct emails, etc.) will do the job for you.

A good road map will help you arrive at the perfect positioning, the right messaging...and even the right business name and tagline. Your Brand Overview is that roadmap.

It identifies:

- Your brand's key strengths
- What differentiates your brand from the competition
- What will create the strongest emotional connection to your brand

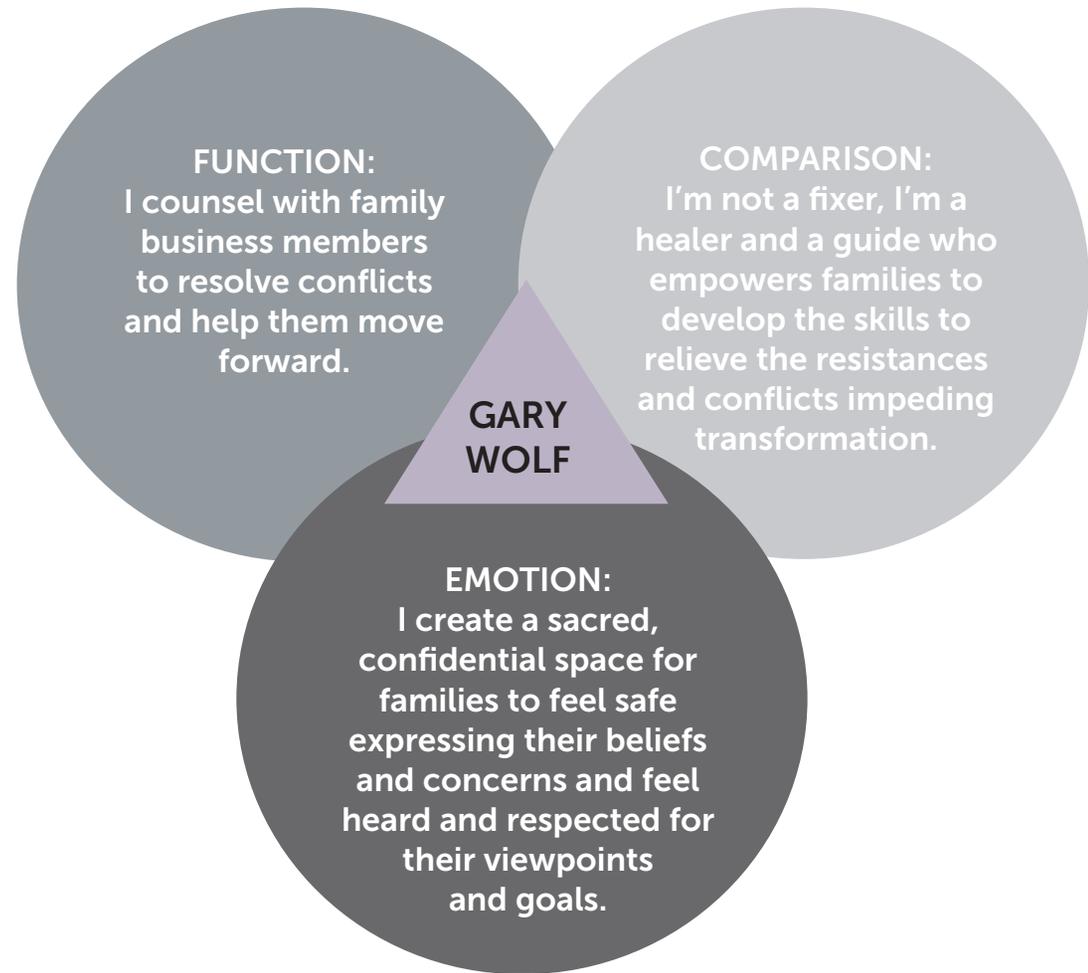
Ultimately, your Brand Overview answers the central question: **Why choose Gary Wolf?**

# What is your brand's core purpose?

A core purpose defines why a business exists. Stated well, it unites you with your clients in the pursuit of that purpose. It's your statement of belief.

**Three elements work together form a core purpose:**

- Function (what do you do for people?)
- Comparison (how do you do it differently or better?)
- Emotion (how do you make people feel?)



**"My ultimate goal as a family business succession counselor is to rebuild a healthy dynamic among family members, to restore respect for individual and collective goals, and arrive at a mutually acceptable conclusion."**

# Who are you?

I'm a former member of three family businesses who is now a degreed professional mental health counselor specializing in assisting family businesses through conflict resolution and issues with succession.

In my time working in these family businesses, I lived the experiences that my clients deal with every day. Out of these rewarding, complex, and often emotionally trying, experiences, I came to realize that **families involved in businesses together often need more than planning – they need emotional support to help find a collective common path** that allows them to be valued both as individuals and as a business team.

That realization, stoked by my **passion for helping people**, led to **earning a master's degree** in mental health counseling. My formal training, coupled with my own family business experiences and my **work in finance** inspired me to found a counseling firm dedicated to providing **compassionate guidance for preserving family business legacies**.



**“I guide from the heart, as well as the head because that, above all, is still at the center of every family business.”**

## What do you do?

I work with family business members to resolve their conflicts and help them move forward as a business team. My goal as a professional counselor is to guide every client toward creating and/or restoring a healthy dynamic that allows all members to successfully deal with conflicts, resistance, and differences in vision in order to preserve their business, perpetuate their legacy and heal family division.



**“When families agree to focus on the greater good and collective goals, family businesses flourish.”**

What strengths do you have that  
will drive trust in your brand?

**HIGHLY RELATABLE.**

*Former Member of Three Family Businesses*

**FORMALLY TRAINED.**

*Master's in Mental Health Counseling*

**CONTEXTUALLY EXPERIENCED.**

*Financial Advisor/Banking Background*

**HUMAN-CENTRIC.**

*Compassionate, Approachable, Collaborative*

## Your core beliefs:

- I believe...that creating a sacred space of trust is essential to the counselor/client relationship
- I believe...a counselor's role is to provide guidance that empowers participants to help themselves
- I believe...in being a respectful steward of each family's unique legacy & values as well as their individual goals
- I believe...in a counselor/client relationships built on integrity and confidentiality
- I believe...that family business succession counseling must be a collaborative effort between the counselor and the clients

## Your core values:

- Integrity
- Confidentiality
- Respect
- Collaboration
- Authenticity
- Compassion



## Your brand personality traits

### YOU ARE:

- Trustworthy
- Approachable
- Compassionate
- Empathetic
- Confident
- Collaborative
- Personal
- Invested
- Attentive
- Competent

### YOU ARE NOT:

- Clinical
- Arrogant
- Remote
- Narrow-Minded
- Judgmental
- Corporate
- Superior
- Dictatorial
- Blamer
- Pushy

THINK TOM HANKS OR  
MICHELLE OBAMA



# Who do you do it for?

## The Aging Patriarch/Matriarch Who Doesn't Want to Retire

He or she built a business that they are deeply proud of. Perhaps from the ground up, or perhaps they worked their way up from the lowliest position working for their father or mother's company. In any case, the thought of handing over the reins to a son, daughter or grandchild makes them cringe on many levels. Maybe they wonder if they can trust another family member to take over and carry on the path he or she has set. Maybe they feel they will lose a piece of their identity. Maybe they believe giving up the mantle is an acknowledgment that death is around the corner. More than anything, the most cringeworthy part is having to deal with all of the uncomfortable questions and decisions that arise from stepping aside.



# Who do you do it for?

## The Siblings Engaged in a Power and/or Vision Struggle

Adult children or grandchildren involved in a family business are driven by many mindsets - altruism, money, power, achievement, and ego, among other things. Meanwhile, they may suffer from insecurities and fears about whether they can fulfill the requirements of the job, or have a completely different vision of what path going forward should be for the company. Or both. Add to that the complexities of sibling relationships, their position in the family structure, their shared experiences growing up, and their relationships with parents and/or grandparents, and you have the perfect storm for succession conflicts.



# Who do you do it for?

## The Generational Dividees

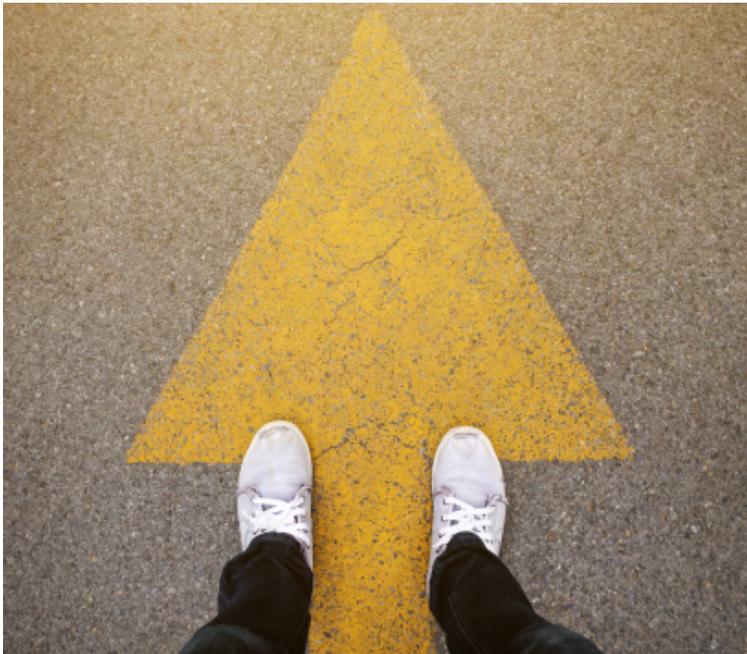
Perhaps nowhere is the generation gap more keenly felt (and more potentially disruptive and destructive) than in a family business. As elder heads live longer and stay longer at the helm, younger members may feel a strong itch to find their place and make a name for themselves. Differences in vision about where the company should be headed and how the company should be run.



**“My past family business experiences have given me a unique perspective and a particular passion for perpetuating as many healthy family businesses as possible.”**



## How are you different?



I am a party of one in an industry that tends toward large, corporate firms catering to large, corporate family businesses. My focus combines my professional training with a more personal approach to help small to mid-size family businesses perpetuate their company's good health and legacy, and preserve/respect family relationships.

I'm not a fixer. I'm a healer and a guide. Through listening and questioning, I help empower families to make their own positive change. There is no one-size-fits-all solution to succession counseling. The answers, like the issues, are as individual as the families themselves.

# Why what you do matters



By the time most families are referred to my services, they may be in crisis mode. There are hurt feelings. Animosity. Sides taken. Relationships broken. Some family businesses survive this shattering of bonds on their own, but they are never really the same. And typically, the families are never true families again.

I became a trained mental health counselor for family businesses because I know firsthand how these unresolved conflicts can not only tear apart legacies and companies, they can haunt family members the rest of their lives.

It doesn't have to end that way. Resolution is possible. Discord can become harmony. And it can all be accomplished in a way that allows every family member to be heard, valued, and validated.

I've made it my life's work to help families preserve and perpetuate what they've worked so hard to build and nurture. That includes their businesses, their legacies...and especially their family bonds.

# Your Brand Voice

Your website is only one of a number of communications vehicles that clients and potential clients will be exposed to. Therefore, it's vitally important that your brand voice be consistent across all platforms.

The Gary Wolf brand as a family business succession counselor will be one of a **compassion, sincerity, and approachability** thanks to your relatable life experiences along with a tone of competence thanks to your degreed training and relevant career experience. Your brand voice will avoid stuffy, clinical explanations and lofty pronouncements. **Very simply, your confidence must shine through, but always in the most human terms.**



sincere  
approachable  
confident  
competent  
human  
compassionate

## Your Elevator Pitch

### Floors 1 - 5:

**Using proven professional counseling techniques, I provide a toolbox of positive, healthy family business dynamics that can help preserve legacies and future success, while allowing every family member to be heard, valued, and validated.**

### Floors 6 - 12:

I've been there. I've lived through the wrenching conflicts that families in business together often experience. I know how individuals can be left holding guilt and remorse the rest of their lives when those conflicts go unresolved. I've made it my life's work to perpetuate as many healthy family businesses as possible. Using my own life events, along with a past career in finance, and a Master's in mental health counseling, I employ a very personal mediation style empowers family business members to rise above resistances and connect with collective goals.

# Business Name Recommendations

A good business name and tagline serve to convey most or all of these ideas:

- Convey the key emotional benefit your firm provides
- Verbalize your brand differentiation to separate you from the competition
- Create brand recognition in powerful name and a few well-chosen words
- Give formal ownership to your unique selling proposition
- Most important of all - It represents your vision and mission in front of your customers



# Business Name Recommendations

**Everlast Family Business Counseling**

**Everlast Family Business Mediation**

**Blueprint Family Business Counseling**

**Blueprint Family Business Mediation**

**Perpetua Family Business Counseling**

**Perpetua Family Business Mediation**

**Gary Wolf Family Business Counseling**

**Gary Wolf Family Business Mediation**

# Domain Name Availabilities

**EverlastFBC.com - Guiding Family Businesses to Healthy Succession**

**EverlastSuccessionCounseling.com - Guiding Family Businesses Through Conflict & Succession**

**BlueprintSuccessionMediation.com - Guiding Family Businesses to Healthy Succession**

**BlueprintSuccessionCounseling.com - Compassionate Mediation for Family Businesses**

**PerpetuaSuccessionMediation.com- Guiding Family Businesses to Healthy Succession**

**PerpetuaSuccessionCounseling.com Guiding Family Businesses Through Conflict & Succession**

**PerpetuaSuccessionCounseling.com - Compassionate Mediation for Family Businesses**

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