FFI 2007 ANNUAL CONFERENCE
CULTURE + ADAPTATION: FAMILY ENTERPRISE IN A DIVERSE WORLD
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ffi Family Firm Institute

Tips for working with Latin American Families









1.) Latin families don't generally know what family business advising is, tell them about it

2.) Explain the need and the advantage of a multidisciplinary approach

3.) Explain who the client is and why

4.) Begin understanding the Latin culture

5.) If possible, try to learn the language or at least develop an understanding of the language

6.) Show an understanding of the culture, political, economic and religious issues and traditions

7.) Leave cultural biases behind

8.) Adapt to their traditions, not vice versa

9.) Draft your fee and service proposal with detail

10.) In the assessment document, include a chapter of cultural analysis of the family

11.) Understand the high emotional content in Latin American families