



BUILDING A FAMILY BRAND

A dramatic landscape of mountains at sunset or sunrise, with a green bar at the bottom.

Share about your family of origin.

Describe what you want your family to be.

A NEW MODEL

Jer 6:16 Stand at the crossroads and look; ask for the ancient paths, ask where the good way is, and walk in it, and you will find rest for your souls.

Western VS Ancient

Let's start with the end in mind

Psalm 128

Be intentional as a father and mother.

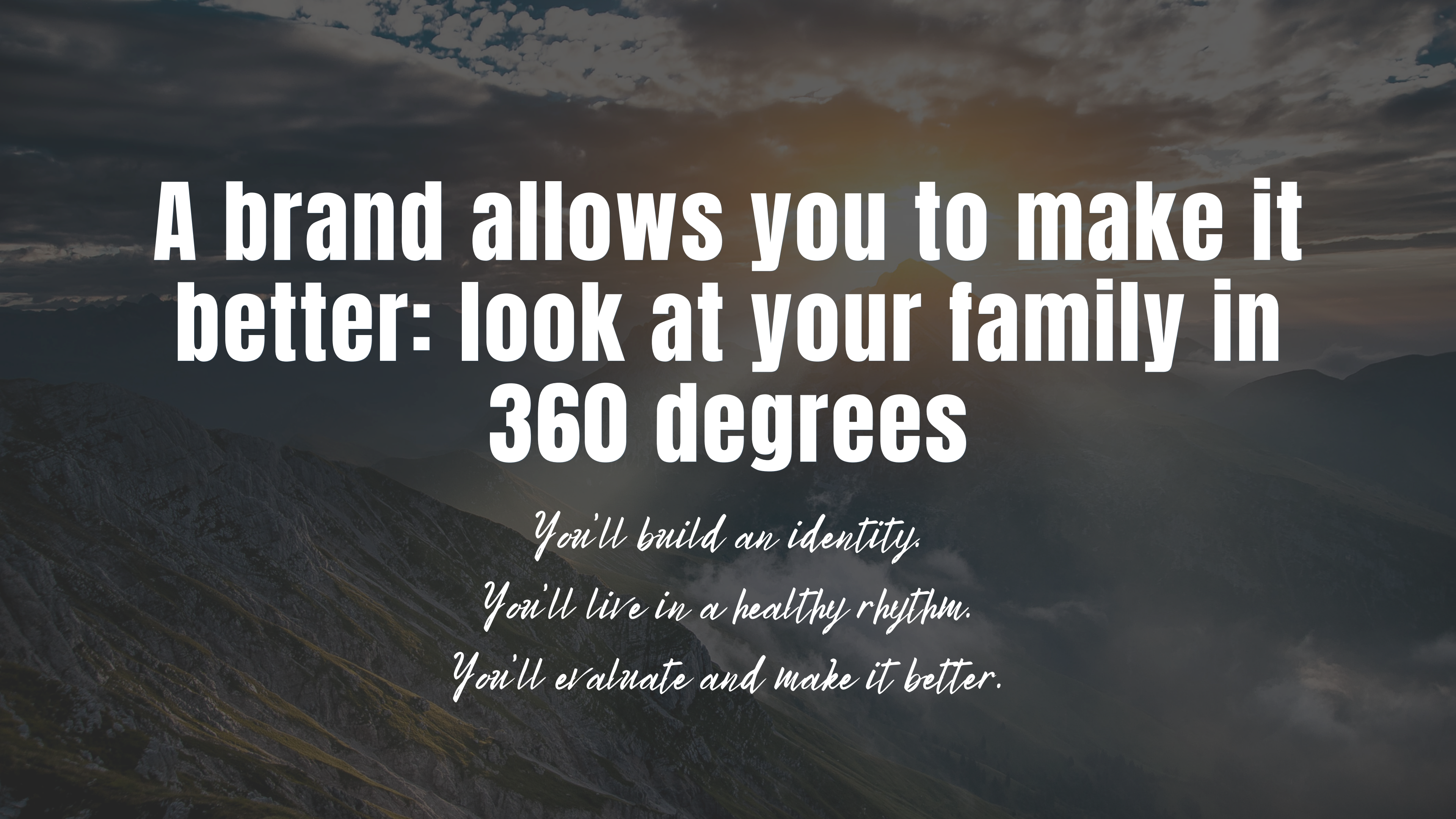
Abraham is our Biblical model.

We are building a multigenerational family team on mission.

Be their guide to invite our kids into something greater than themselves.

**We don't always have
the answer but we can
be clear: clarity wins**

*Brand is being intentional about the outcome you want.
A clearly defined brand provides a framework to keep you
on target over a long time.*



A brand allows you to make it better: look at your family in 360 degrees

You'll build an identity.

You'll live in a healthy rhythm.

You'll evaluate and make it better.

A dramatic landscape of mountains and a valley at sunset or sunrise. The sky is filled with soft, golden light, and the mountains are silhouetted against the bright horizon. The foreground shows a steep, rocky slope with some sparse vegetation. A solid green bar is positioned at the bottom of the image.

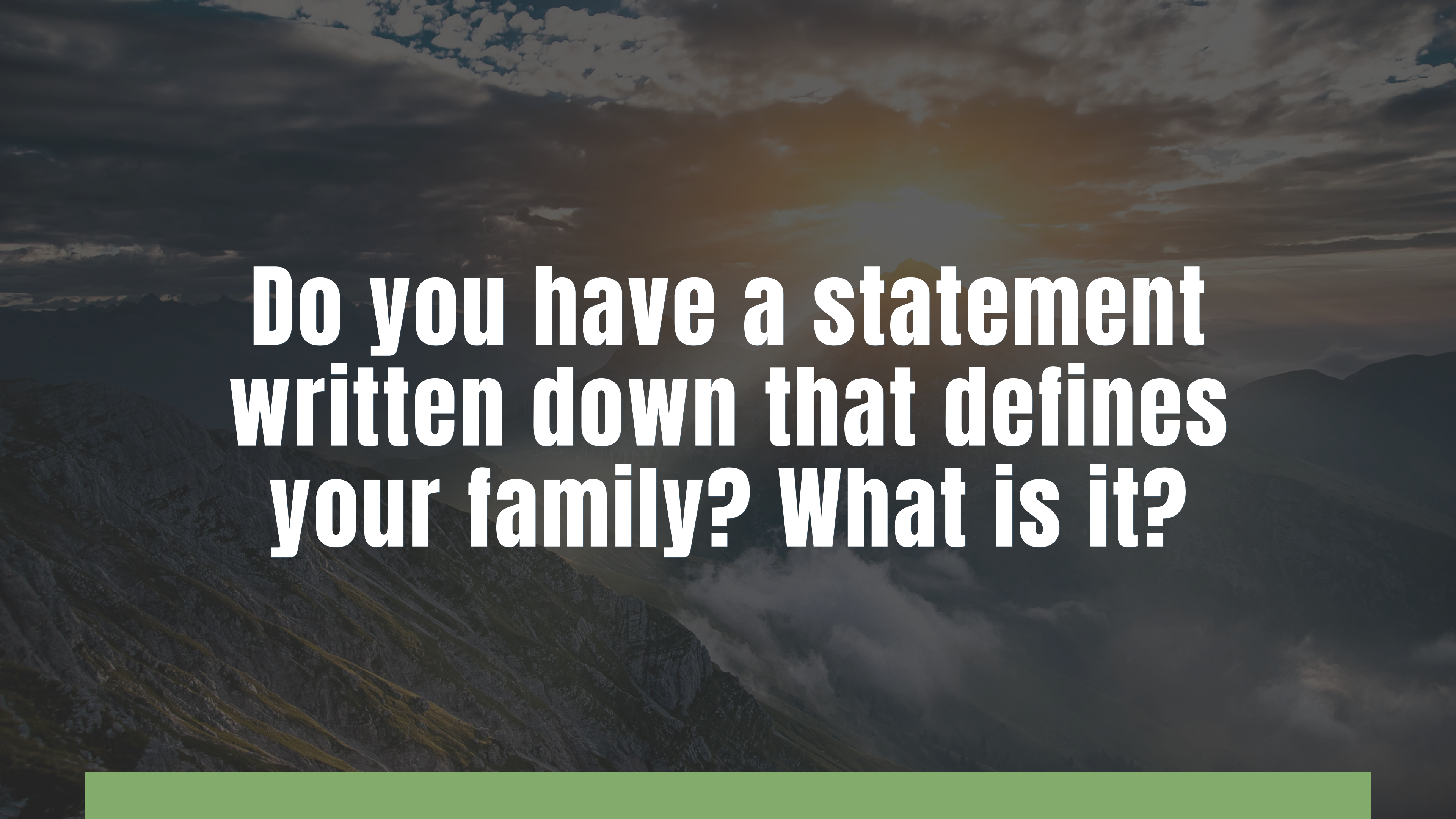
**What are your families
strengths and weaknesses?**

What is a purpose, vision and mission statement?

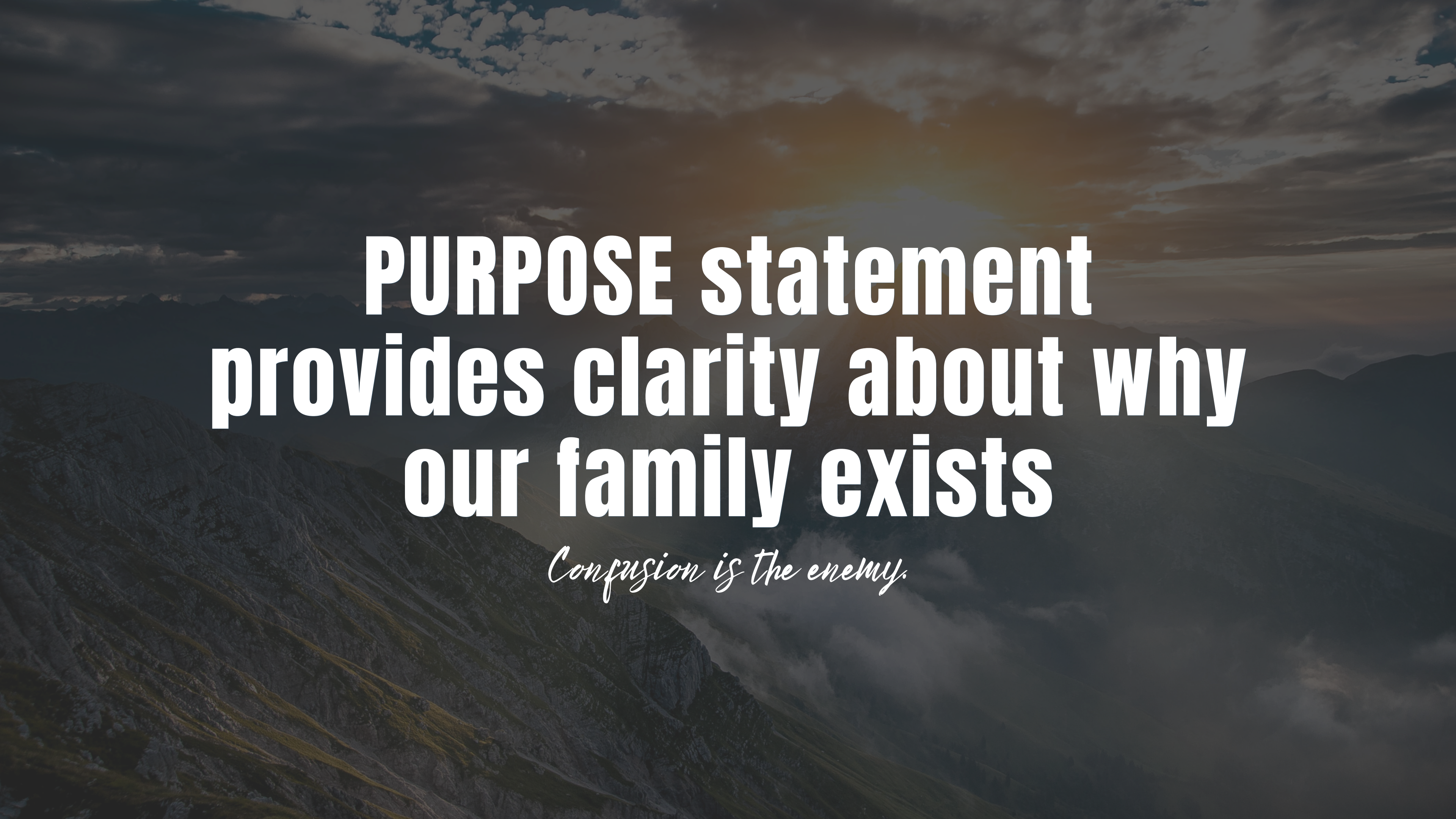
A roadmap: The enemy to our family is confusion; we must present a clear identity

**Purpose is why we are going on the trip.
Vision is the final destination we are going to.
Mission is the rout we will take to get us closer.**

*God answered: "Write this. Write what you see. Write it out in big block letters
so that it can be read on the run. Proverbs 24:18"*



**Do you have a statement
written down that defines
your family? What is it?**



**PURPOSE statement
provides clarity about why
our family exists**

Confusion is the enemy.

PURPOSE

Identity: Your kids need to know they are part of something great so they are compelled to say no to anything less.

Allow your kids to stand on your shoulders and learn skills and life lessons from your perspective.

Businesses use statements to unify and produce profit.

Families use statements to unify and produce fruit.

Persaud's Purpose: We live like Jesus died for us, so he deserves the very best version of our family.

We moved to Florida to plant a church.

VISION points to the ideal picture of the future for your family.

*Every good leader has a vision because followers want to know the destination.
Ps 128 - grandfather at a table with kids and grandkids who are all fruitful.
Bott Family has a vision to share the gospel and build families.*

The vision comes from you while your children are in your house.

Ultimately they are free to choose.

Help them stand on your shoulders.

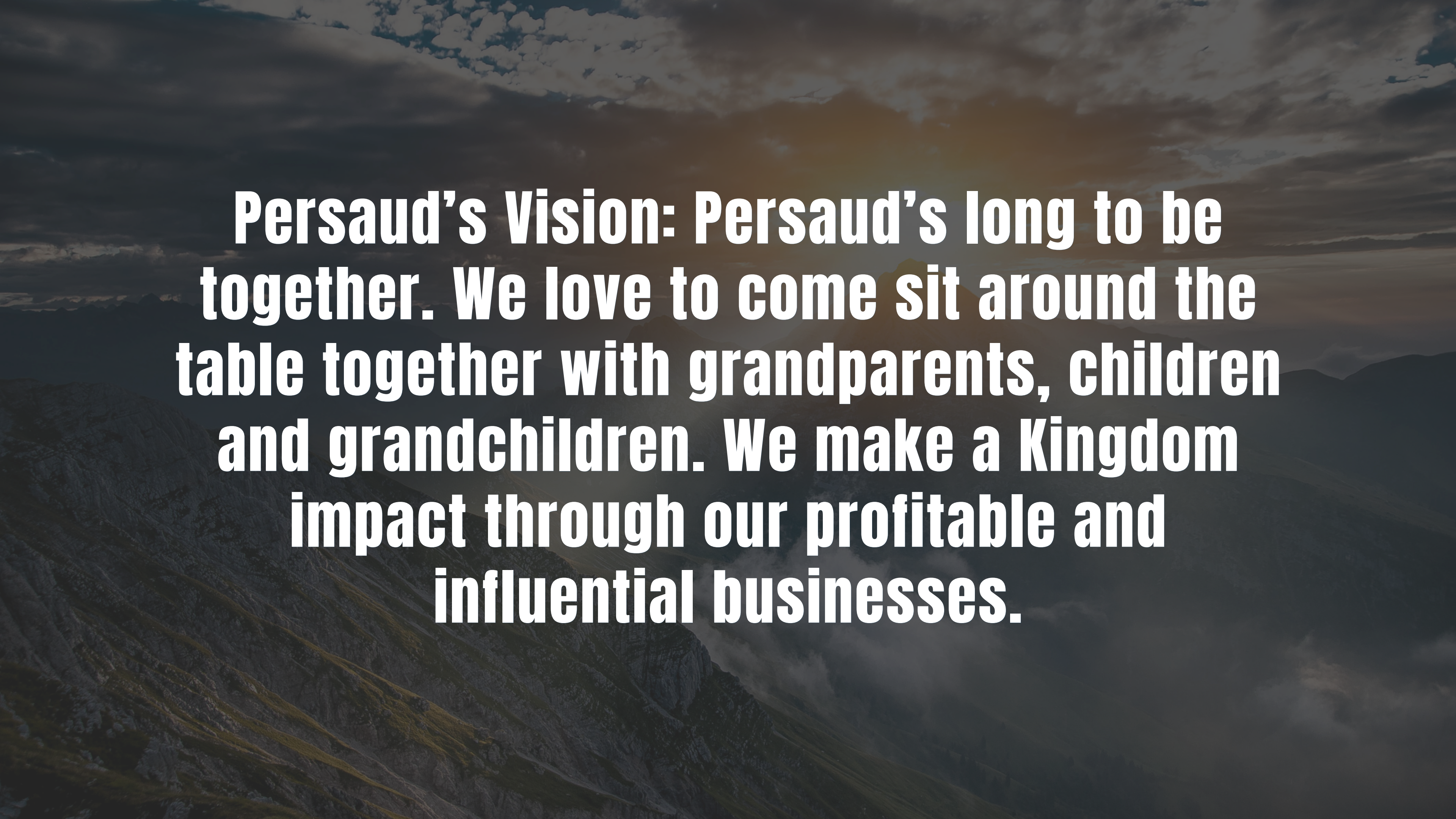
Make the vision simple and clear.

→ I am leading our family toward being business leaders.

Helps me says "yes" to thing and "no" to other things.

I'm shaping my business now so they can step in.

We moved to Bradenton to setup our family to be together.

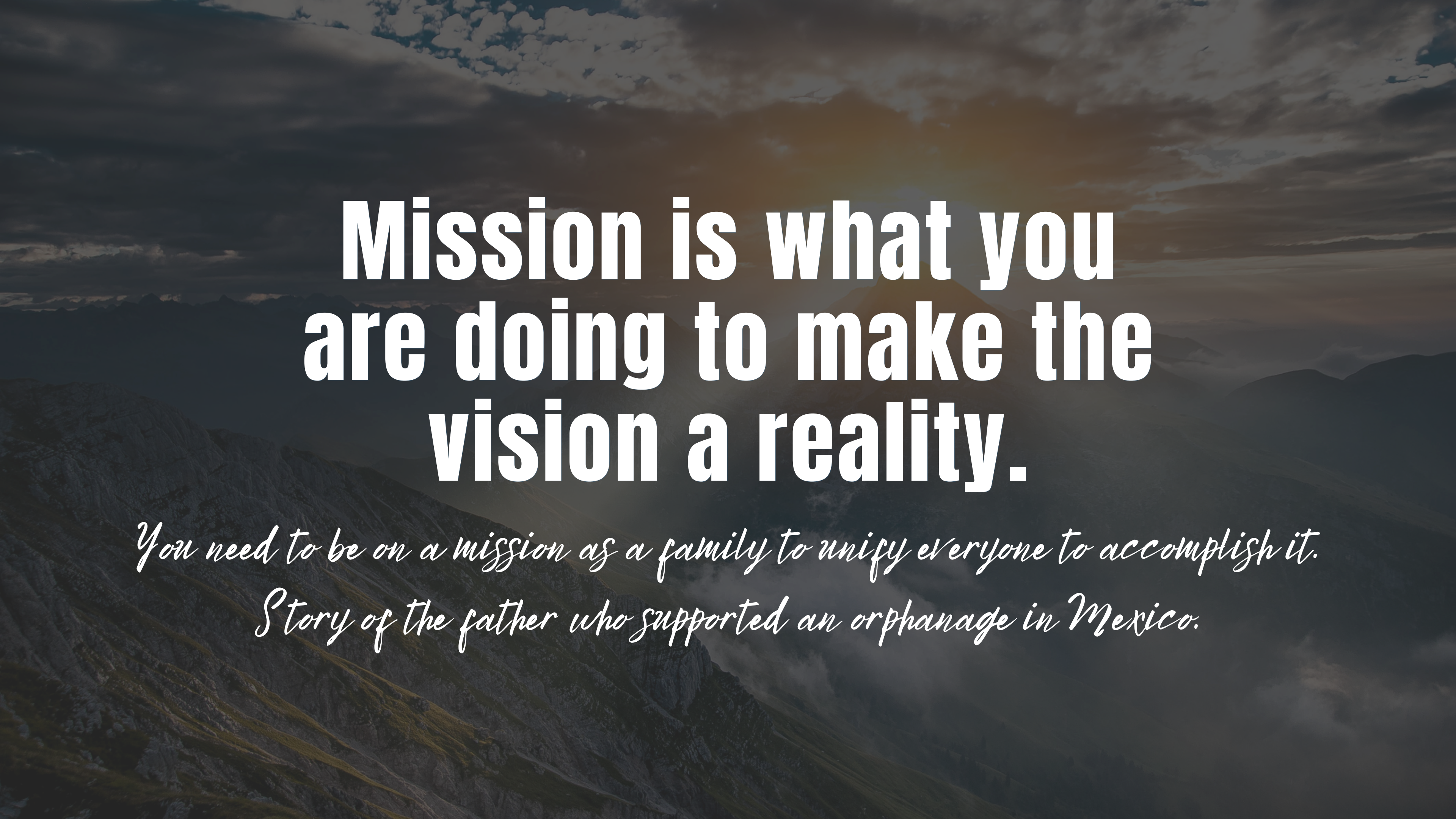


Persaud's Vision: Persaud's long to be together. We love to come sit around the table together with grandparents, children and grandchildren. We make a Kingdom impact through our profitable and influential businesses.

A dramatic landscape of mountains at sunset or sunrise, with a green bar at the bottom.

**Do you have a clear vision for
your family?**

**Have you seen a family with a
clear and compelling vision?**



**Mission is what you
are doing to make the
vision a reality.**

You need to be on a mission as a family to unify everyone to accomplish it.

Story of the father who supported an orphanage in Mexico.

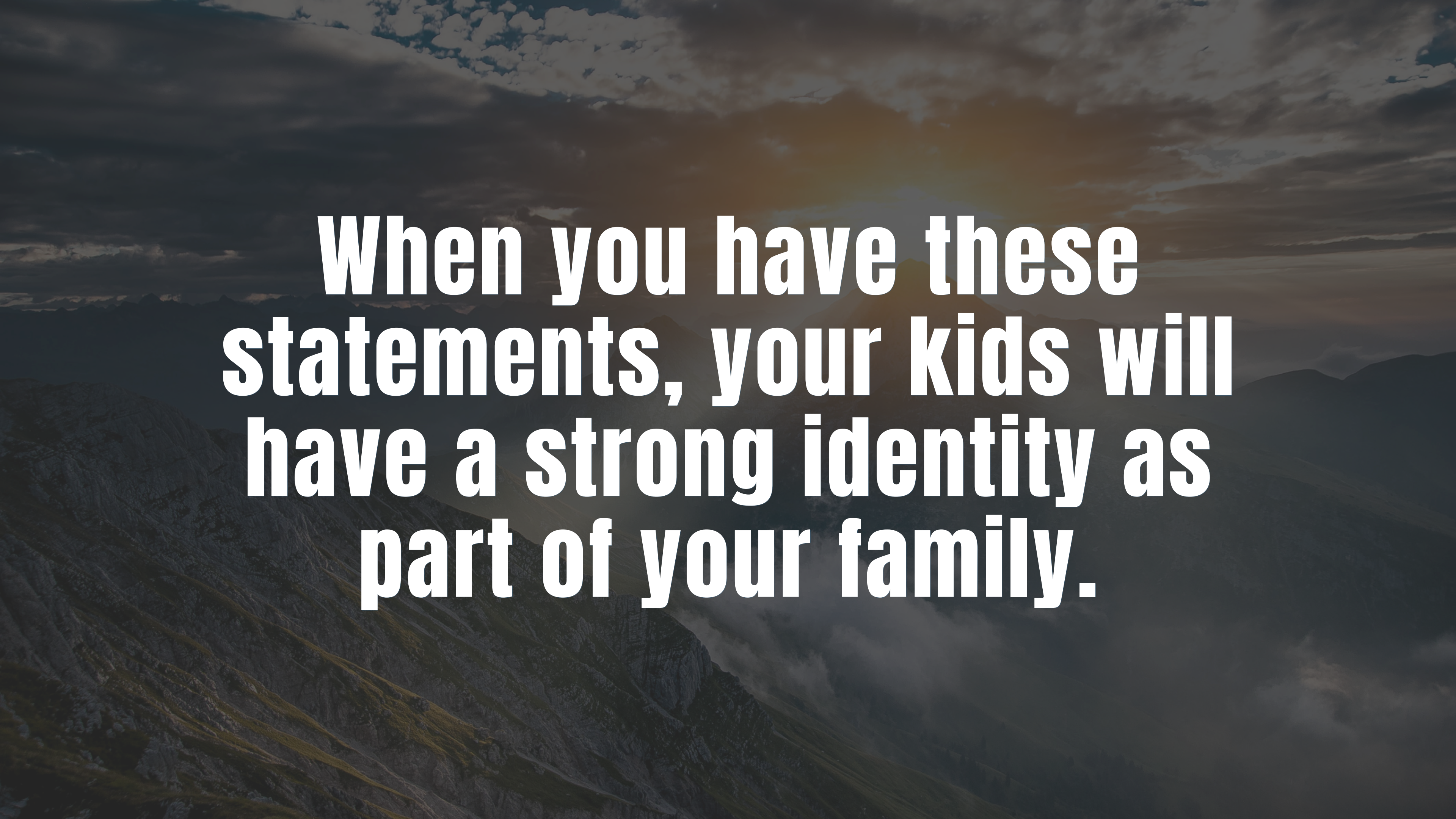
Short Term: Quarterly

*What one thing if it was better would make the whole family better?
We moved to Bradenton: Decided in March of 2023; moved in June.
Smaller missions: Disney season passes; Board meetings; on-site trips.*

Long Term



Persaud's Mission: Get to know as many families from Bayside Church as we can in 2024 and form deep relationships over time. Set up our children to have good friendships, mentors, and spouses.

A dramatic landscape featuring a mountain range under a sunset sky. The foreground shows a steep, rocky slope with some sparse vegetation. The middle ground is dominated by a range of mountains, with a valley or pass visible. The sky is filled with soft, glowing clouds, and the sun is low on the horizon, creating a warm, golden light. The overall mood is serene and majestic.

**When you have these
statements, your kids will
have a strong identity as
part of your family.**

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- **What is the PURPOSE of your family?**
 - **What is the VISION of your family?**
 - **What is the MISSION of your family right now?**