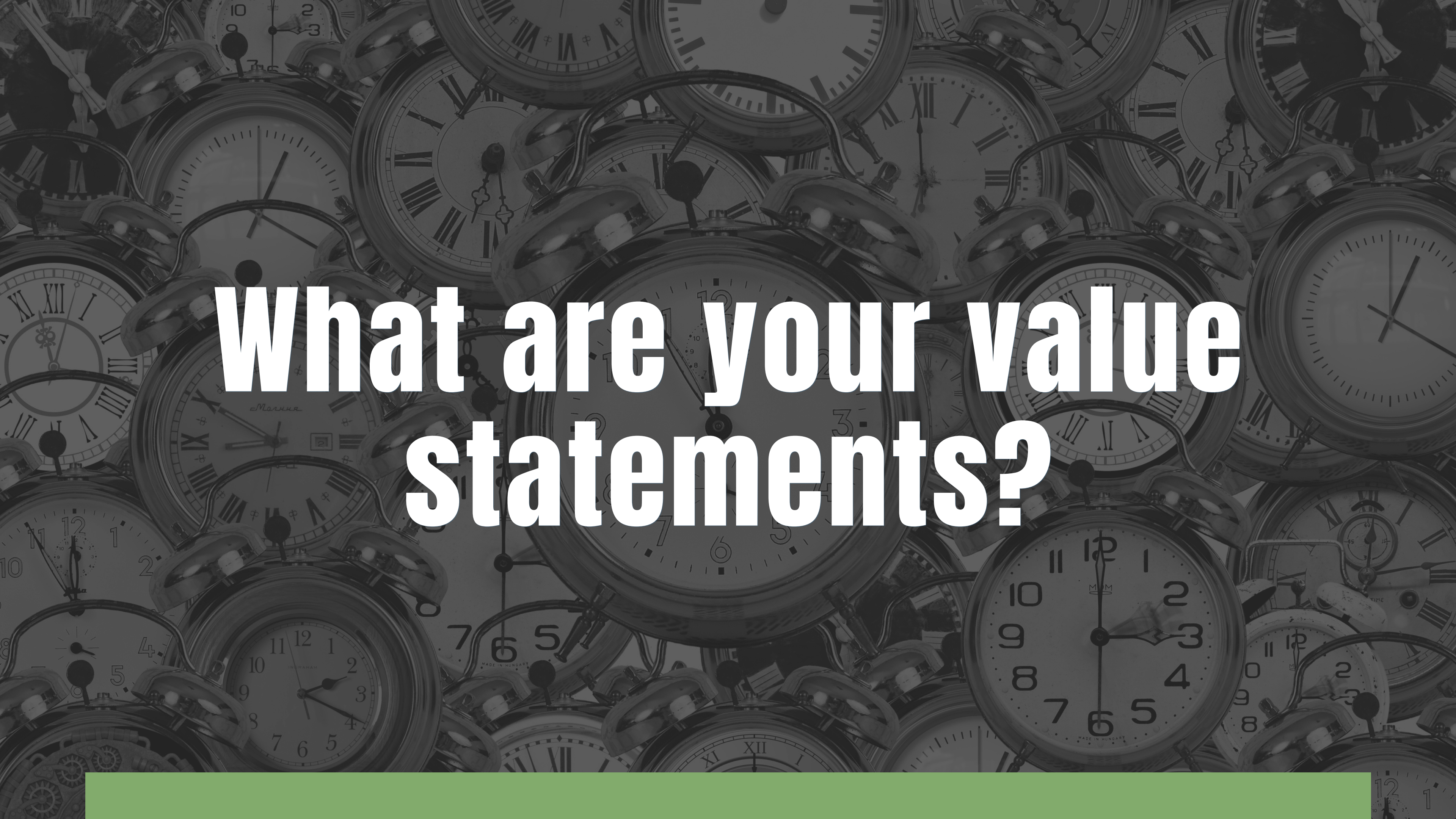


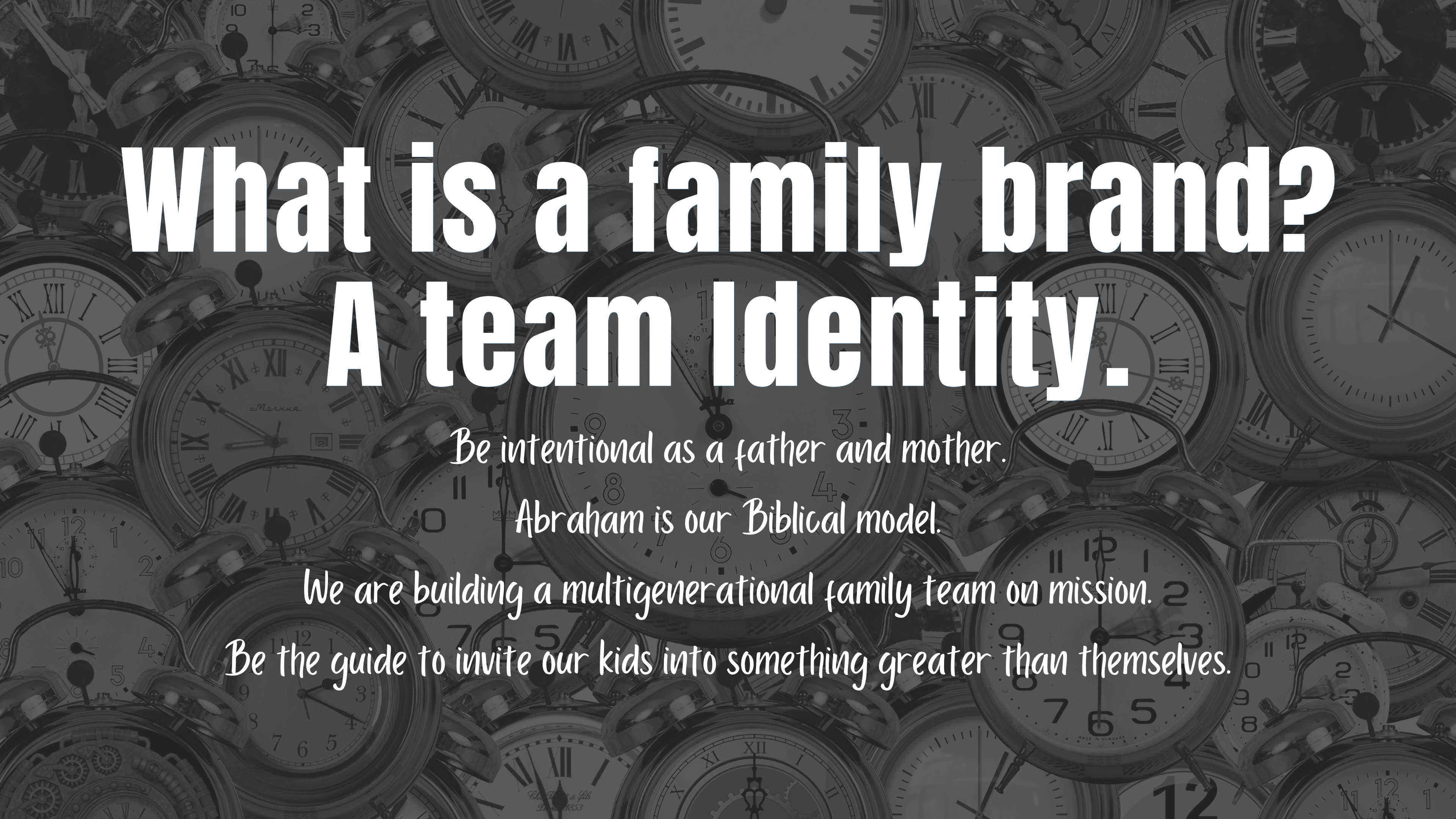


BUILDING A FAMILY BRAND

*Great families happen on purpose, not by accident.
Passionate & intentional team.*



What are your value statements?



What is a family brand? A team Identity.

Be intentional as a father and mother.

Abraham is our Biblical model.

We are building a multigenerational family team on mission.

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

STORY

Your brand needs to have a story or a background. It tells where your brand originated from and gives viewers or consumers something to connect with and something they can believe and trust in themselves.

CREED

This tells what you believe in and how you might be different or similar to other belief systems out there.

ICONS

These are quick associations or flashes of meaning that are associated with your brand. They can be visual, a particular smell, sound, ways of doing things, traditions, places.

RITUALS

Rituals are a repeated an experience associated with the brand.

LANGUAGE

All belief systems or brands have their own set of language and words with a special meaning for those who buy into the belief system. If someone wants to be "part of the group" they need to learn the associated words.

ENEMY

For every belief system there is a group of anti-believers. It identifies who and what the brand is or is not. It can also give you a good idea of the direction you want to take your brand or which directions to avoid.

LEADER

Finally, there needs to be a leader. People who set out against all odds to recreate something in the world in their vision.

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 Biblical

01

The Roadmap (Statements)

Why are we on the journey as a family (purpose)

Defining a destination we are headed to (vision)

Define how we will get there (mission)

02



Know God
Find Freedom
Discover Purpose
Make A Difference

Compass

4 God-given pillars that guides our families.
Build on the rock and let it shape us around God's truth.
Surrounds us with his favor in 360 degrees.

03

Team Values



**PERSAUD
SQUAD**

Team name

Shield = team

Crown = God-given pillars

3 clarifying words

3 icons = clarifying words



• Crew

• Gang

• Squad

• Tribe

• Family

• Team



Rhythm

Identity shaping vehicle to repeat what is important

Moments

Intentional mile markers where you celebrate and capture where you are and how far you have come to set up the next leg of the journey

Rhythms

Soviet Union implemented the 5 day week.

France implemented the 10 day week.

The year, month, and day are connected to the cosmos.

Franz Halburg - The 7 day week is tied into our DNA.

7th Day Adventists live the longest in USA - They implement at sabbath.



Rhythm

Book - Take Back Your Family: Jefferson Bethke.

*Western culture have a linear view of time - Ancient culture time is like a spiral.
If you believe there is a finish line, you'll concentrate only on creating BIG moments.
One vacation a year will not save your family; Vacation trips are celebrations.*

The Week

LEARN to have a good week and you'll learn to have a good life.
We get to try again next week – todo list, date night, homeschool did not go well.

Improve by 1% – 4 questions for Sunday business meeting

What went well?

How can we serve each other?

What did not work last week?

How can we protect the important things this week?



The Week

Identity shaping container.

If something doesn't show up in your week then it's not as important as you say.

- Family time, creating content, rest and renewal -

Takes off the pressure of the day being perfect.



The Week

Date with spouse.

Shabbat meal, fun, and rest.

Weekly business meeting.

Wall planner tool to schedule our values.



**What healthy rhythms do
you have in place that
serves your family?**



Sabbath

An identity shaping day.

Green Bay Packers fans are religious to practice a sabbath on game day.

No one is doing work but they are resting.

They have special meals, icons, clothing, team gear, shrines, preparation the day before



Identity Building Ritual

A true sabbath should include identity building rituals for your family.

Learn to live in it over time; make adjustments.

"Friday" is Shabbat; countercultural; protect it.

Make it the high point of the week; the best meal, fun & play.

Sabbath Creates a Shared High Point Weekly

Create a shared high point each Friday night for Shabbat.

Pleasure stacking on the Sabbath.

You know you'll have a day of renewal each week – the pressure is off.

Protect it; it's a holiday each week.

Kid's Activities? Why is everything in our culture given precedence than our family? –

Hold the line for your family for one night a week.

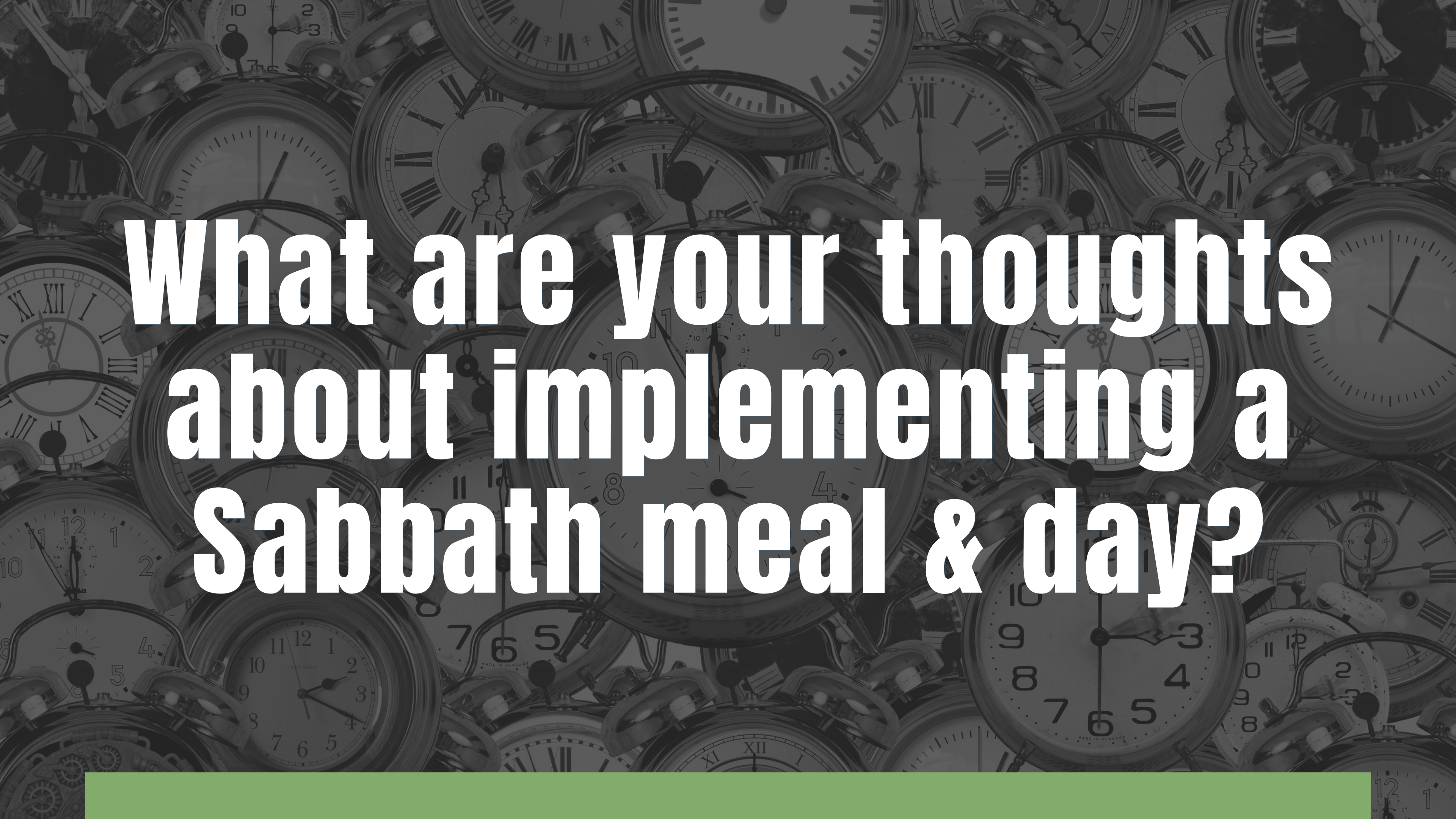
Turn Shabbat is a vacuum force that sucks everyone around it in. Your kids invite friends.

Create a fiesta, laugh and play. People should experience the Kingdom of God. Share stories.



Corporate Day of Rest

The Soviets experiment failed because they eliminated shared corporate rest.



**What are your thoughts
about implementing a
Sabbath meal & day?**

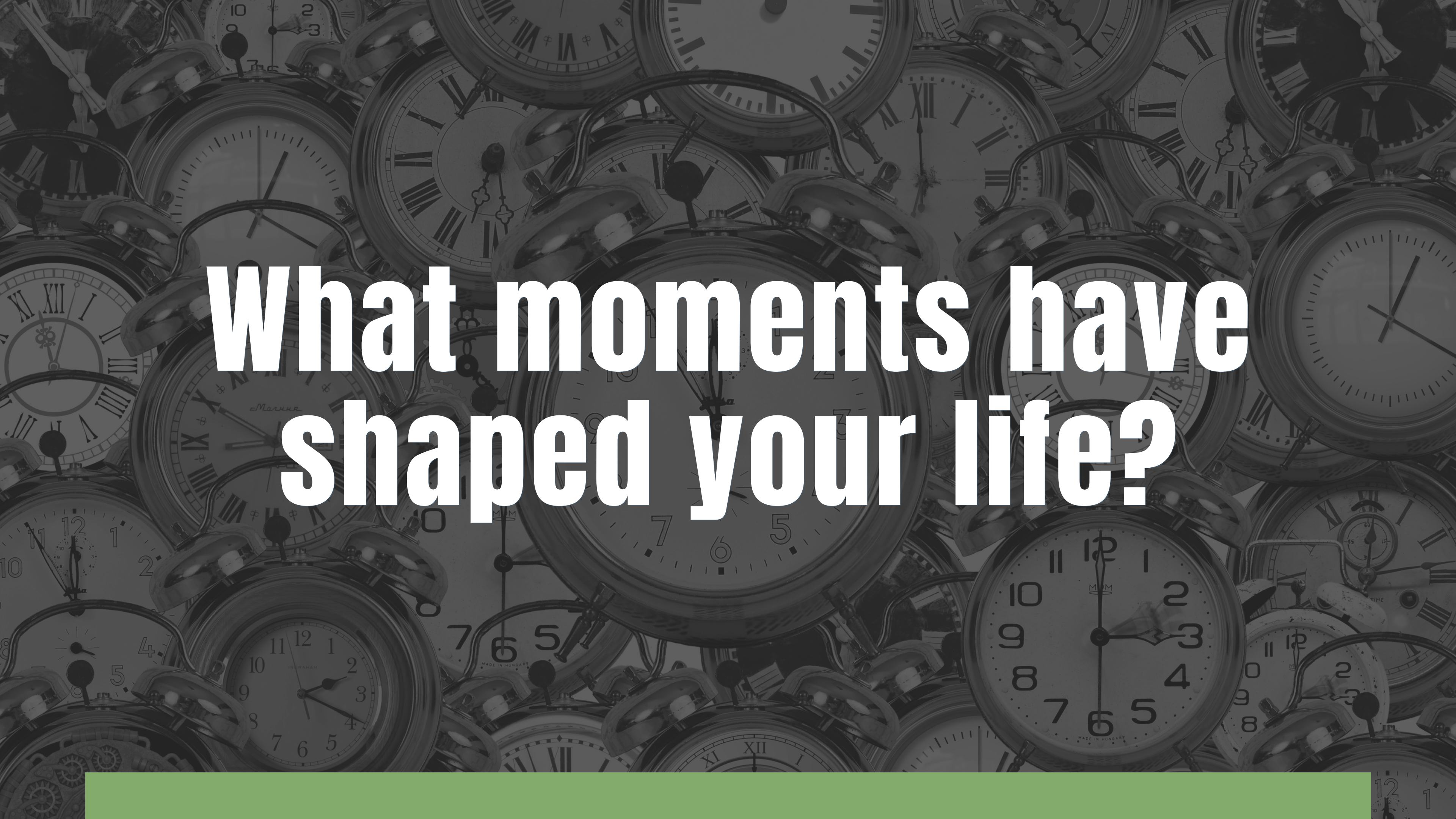


Moments

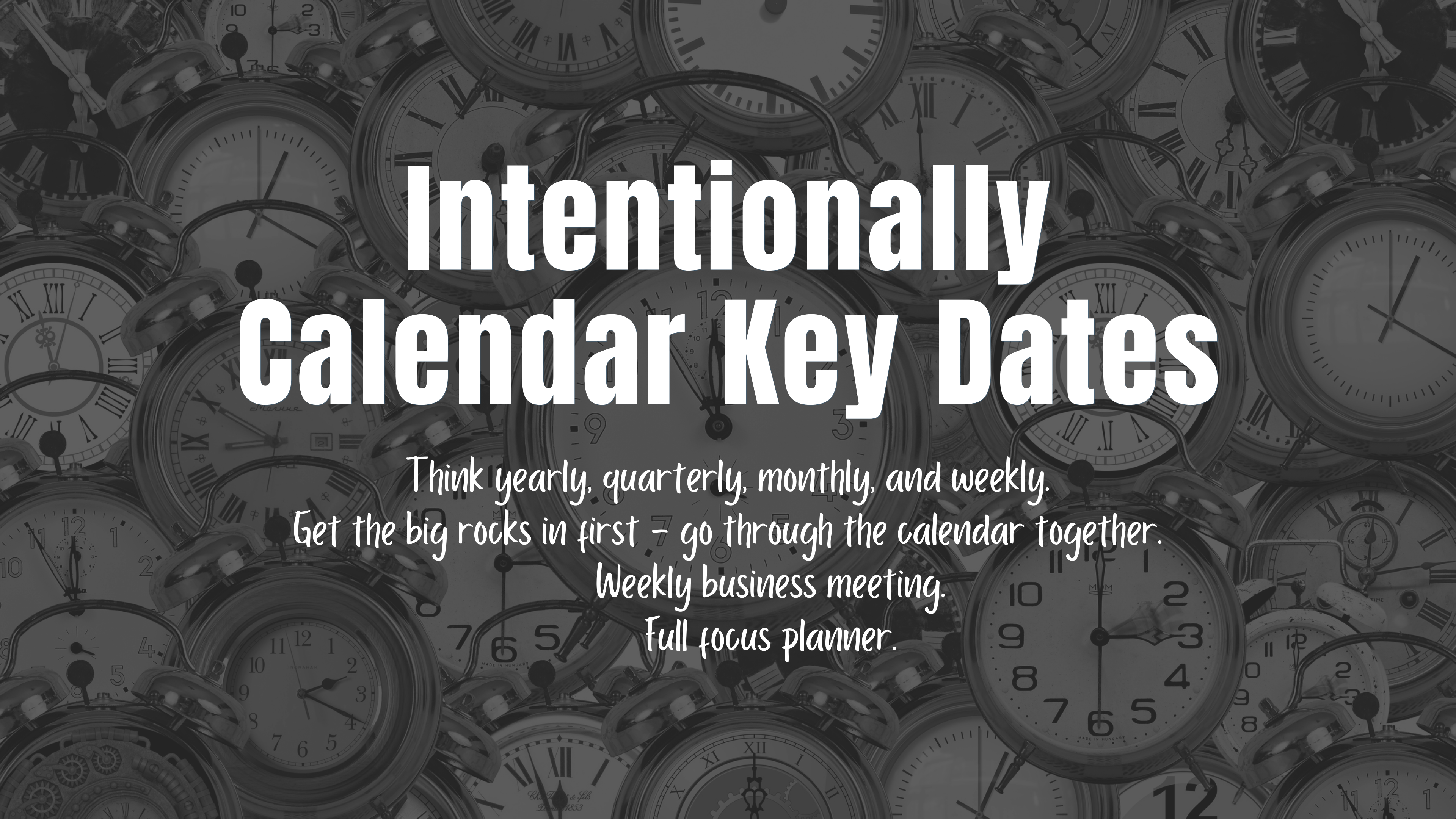
Key moments shape the future of your family

Book: Power of Moments.

Red phone at a mediocre hotel.



**What moments have
shaped your life?**



Intentionally Calendar Key Dates

Think yearly, quarterly, monthly, and weekly.

Get the big rocks in first - go through the calendar together.

Weekly business meeting.

Full focus planner.

Birthdays

- Make them a holiday for that person (a big deal) to celebrate them
- Persaud's - red plate
- Everyone takes a turn to let the person know what they see in them
- Photo slide show of their past year and share stories of them
- What special thing do you do for birthdays?

Christmas / Holy Days

- Christmas: Sereg – small gifts and big trip for Christmas
- Advent / the meaning of Christmas
- Symbols like the tree – make it meaningful
- Jewish Holy Days point to Jesus
- Passover – 8 day holiday remembering death angel passing over
- Feast of Tabernacles
- Easter celebrations to point to Jesus
- Fly kits at the beach

Anniversaries

- Wedding anniversary (create a tradition)
- Marriage retreat – (Jimmy Evans book)
- Create "monuments" to celebrate God's goodness in your family
- Persaud's: Guyana Day, Florida Day

Milestone Moments

- *Coming of age*
- *Persaud's 5 year Disney trip*
- *Jaden's 13th birthday manhood trip*
- *Graduations*
- *Weddings*
- *Birth of children*



Quarters (12 weeks)

Persaud's do an out of town trip every quarter as a celebration



Photo Review Sessions

- *Capture memories: Take time to remember*
- *As a parent, you get to shape the narrative*



**What rhythms do you need to
start in your family?**

**What moments do you need to
put on your calendar?**

