




BUILDING A FAMILY BRAND

*Great families happen on purpose, not by accident.
Multigenerational family team on mission.*



**What are some rhythms you
have defined?**

**What moments did you put
on your calendar?**



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

04

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

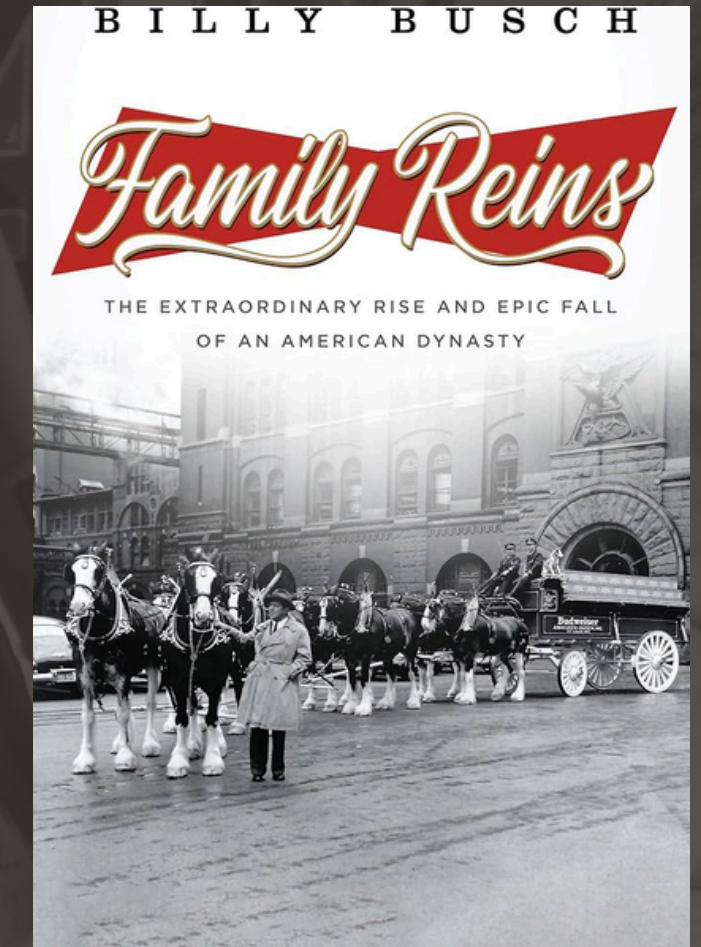
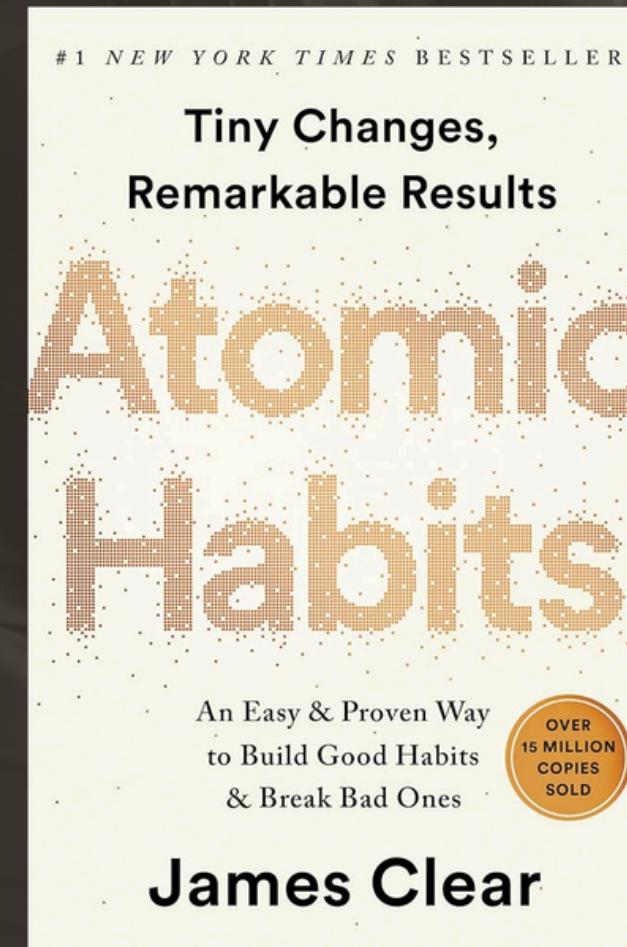
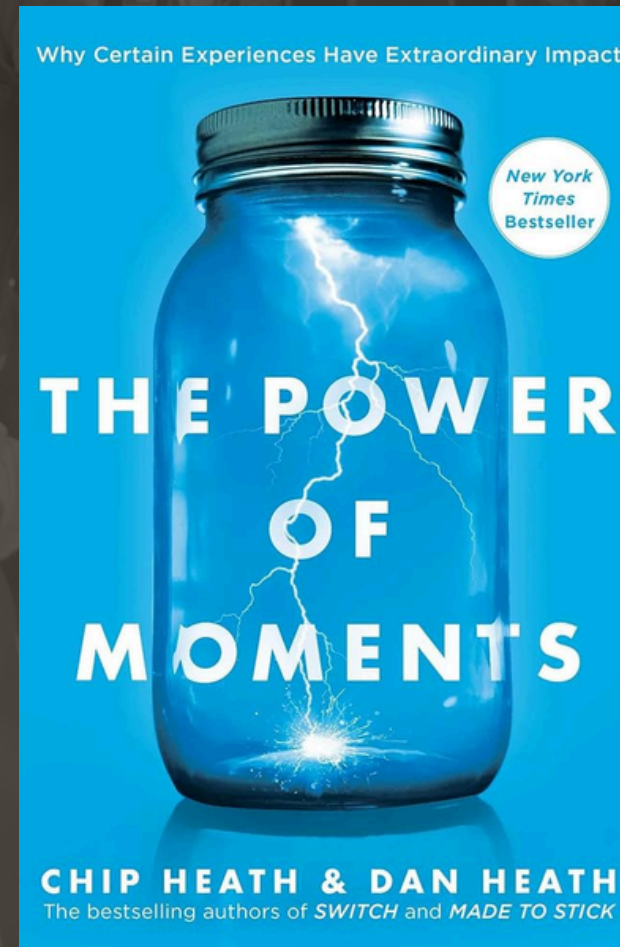
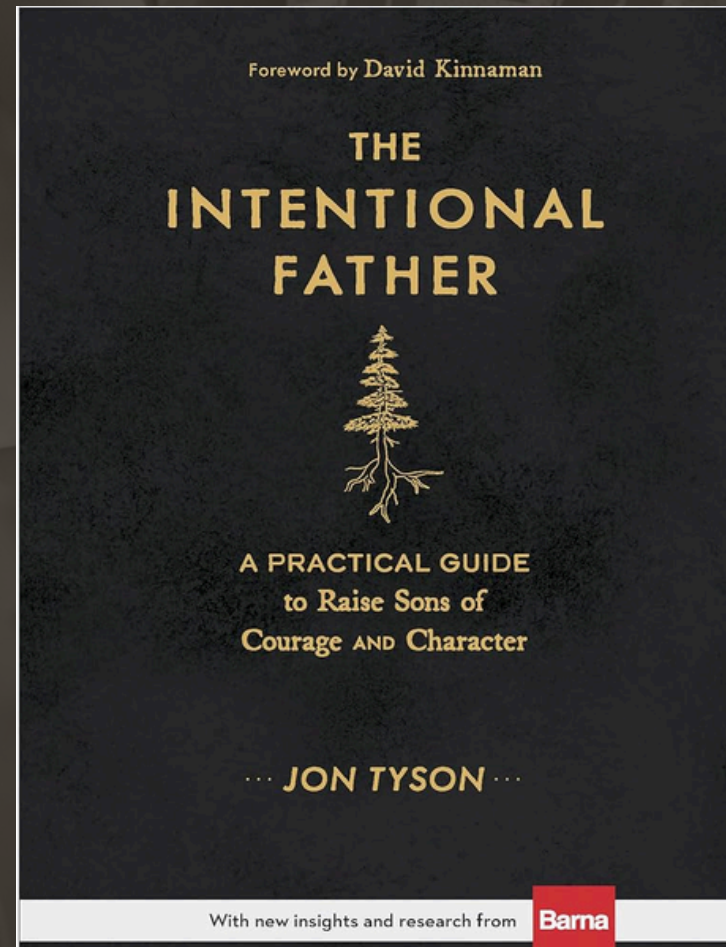
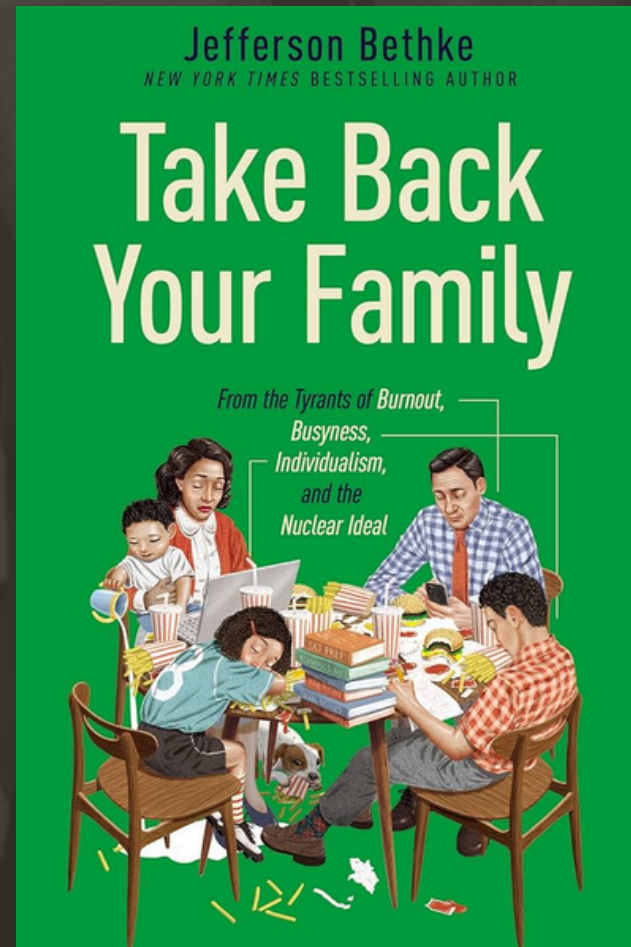


Q&A

*What are you struggling with the most?
What concept or idea do you want to revisit?
What questions do you have?*

Books

Take a picture.





Resources

Shabbat Outline
Weekly Family Planner Page
Young Child Values & Chant

Families are designed to be TEAMS

CULTURE

- We are created to be integrated together
- Culture breaks us apart to give individuals what they need
- We must swim upstream
- A day of worship, prayer, and rest instead of a 90-minute worship service
- Greenfield Village - Henry Ford regretted what he created in the assembly line factory


Clubs Verses Teams

- Club: You hang out with each other, internally focused
 - You are there to belong and do shared activity
 - Flimsy in holding a family together
- Teams: play against other teams with a collective vision
 - Long term vision with a collective mission
 - Teams need each other to win
 - Secret handshakes, uniforms, mission, game plan, coach, positions, tradition, practice time, game time, clear championship, insider language, obvious missions, training, pep-talks
- Clubs have a shared belonging and activity, but teams have a shared identity and mission
 - Identity and mission stays with you for life



Championship teams always say we feel as a family

- 2 places in the western world where we find a strong culture
 - Strong and successful sports teams
 - Strong and successful businesses
- Abraham would be proud of a Texas football team today
 - Dads are to be like a coach (Tim Duncan story)



Have you been part of a team?

What do you think about creating a family team?

Be weird

Pre-decide so you have guidelines for daily actions

*Decide what is important to your team and what you will protect.
Application – Here are some conclusions based on our family identity.*

Pre-decide

Know God: Develop a relationship with God

- *Starts with father's and mother's hearing God's voice for themselves; quiet time daily*
- *Train up your children to hear God's voice*
- *Get into a good church community*
- *Do ministry together to love others (family mission trip, serving at church, outreach) – don't do it alone, take a child.*

Pre-decide

You're building a multigenerational family team on mission

- *Fight the culture that is anti-family and anti-God*
- *Abraham is our model, the ancient way*
- *Think beyond your generation, think 500 years out*

Pre-decide

Find good people to do life with

- *A good church community*
- *Get people who are all about family*
- *Melissa is part of the homeschool moms group*
- *I bought into a group of these people - "Integrated"*

Pre-decide

Schooling and education to develop their unique skills continually

- *The culture is designed to produce factory workers*
- *Get involved to train up you children*
- *We choose homeschool: Charlotte Mason*
- *College is not a default - we invest now*
- *A year at YWAM before starting college to solidify the faith of my children*



Pre-decide

Build a great marriage

Date night and marriage retreats

Pre-decide

Train children to get married young and have kids

- *This will mature them and create selfless adults.*
- *They will never feel ready, but get started while they have the energy.*
- *Have lots of children.*
- *Grandchildren are a crown on your head.*
- *Support your kids when they need you the most – they are starting a family*

Pre-decide

Defend the rhythm for your week, month, & year

*Why is everything in our culture given precedence than our family?
Hold the line for your family for one night a week.*

Pre-decide

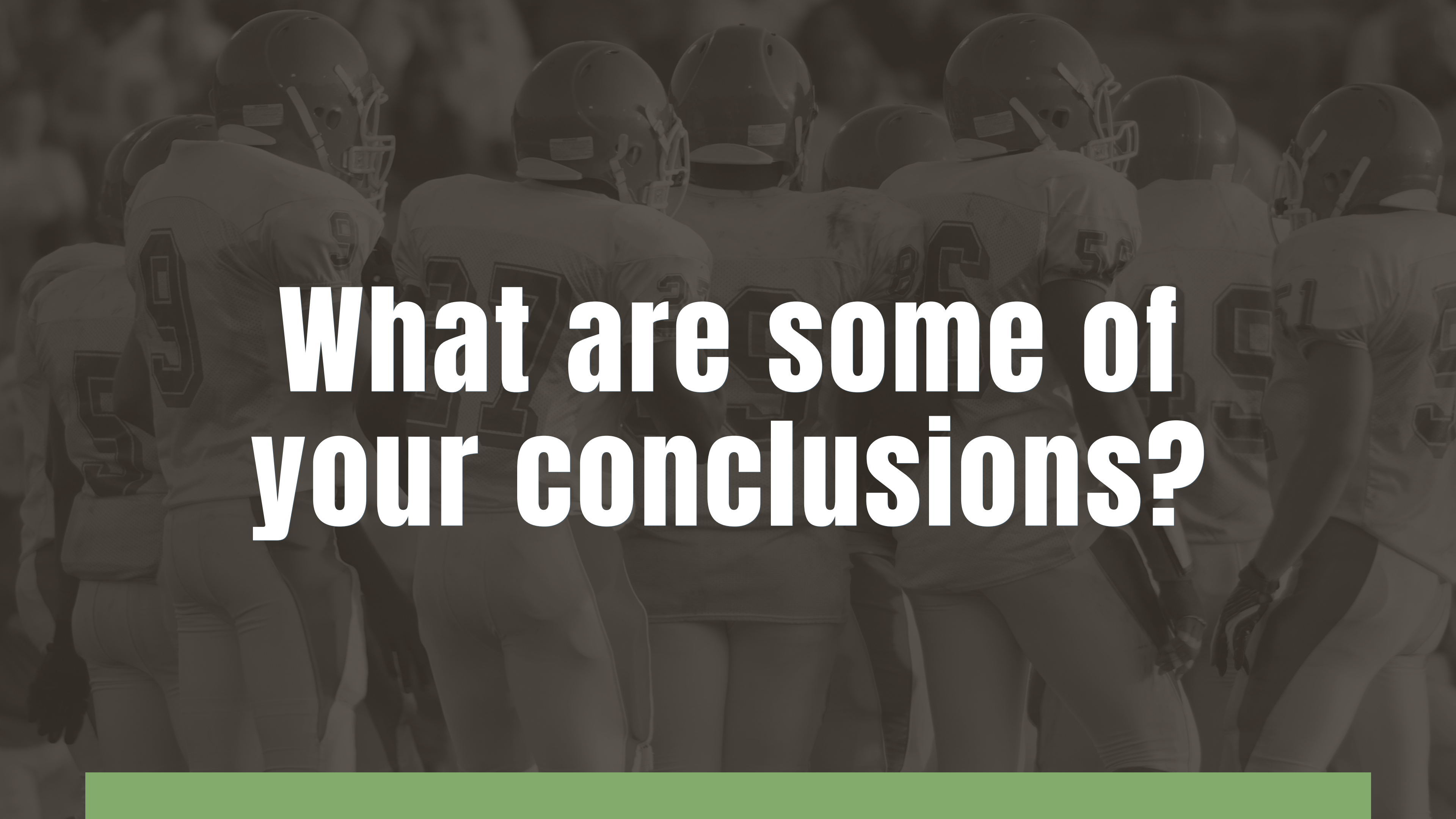
Work and business should allow for the family to be a priority

- *I chose to have a business so I can train my children in a skill*
- *I get to be with them during the day*
- *Because of the business, I will be able to free up my time as they need me more*
- *Build assets of my own by earning more for my family, not another man's*

Pre-decide

Finances, wealth building, and assets

- *Be a good steward: parable of the talents*
- *Become skilled in this area and get a guide*
- *Make money work for you*



**What are some of
your conclusions?**



When kids are young, make things simple

- I obey right away
- I always tell the truth
- I make the wise choice
- I treat others the way I want to be treated
- Chant: positive identity shaping affirmation

Discipline is done at the level they need it

- *Some kids need time-outs at various ages*
- *Some kids need swats*
- *Correct toward identity, not "don't do this..."*
- *Correction is training, not punishment*
- *Build trust with your correction, don't lose their trust in you - this hurts me*
- *Give the handout of these values as a guide*



Build your family CULTURE

*Bob Goff Story about kids going on a world-leader tour (Love Does)
Whimsy and capers*



Culture happens with or without intention

Positive or negative – Kansas City Chiefs have a winning culture.

Culture creates momentum. It's a vortex that sucks people in.

Culture is the intangibles of how you handle mountains, valleys, victory, and loss.

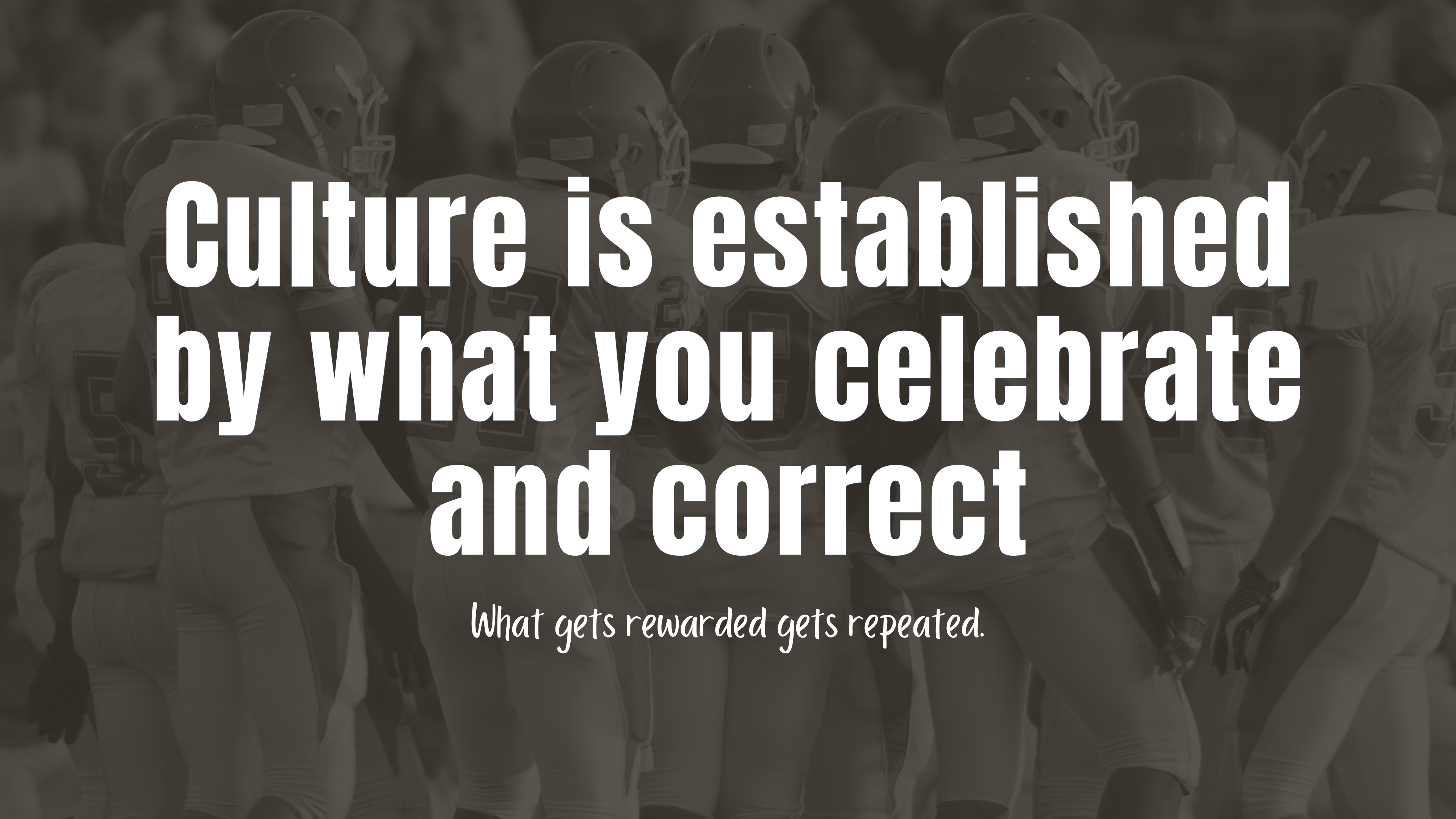
Have you been part of a good/bad culture?



Great brands are full of intangibles that are guarded by the leaders

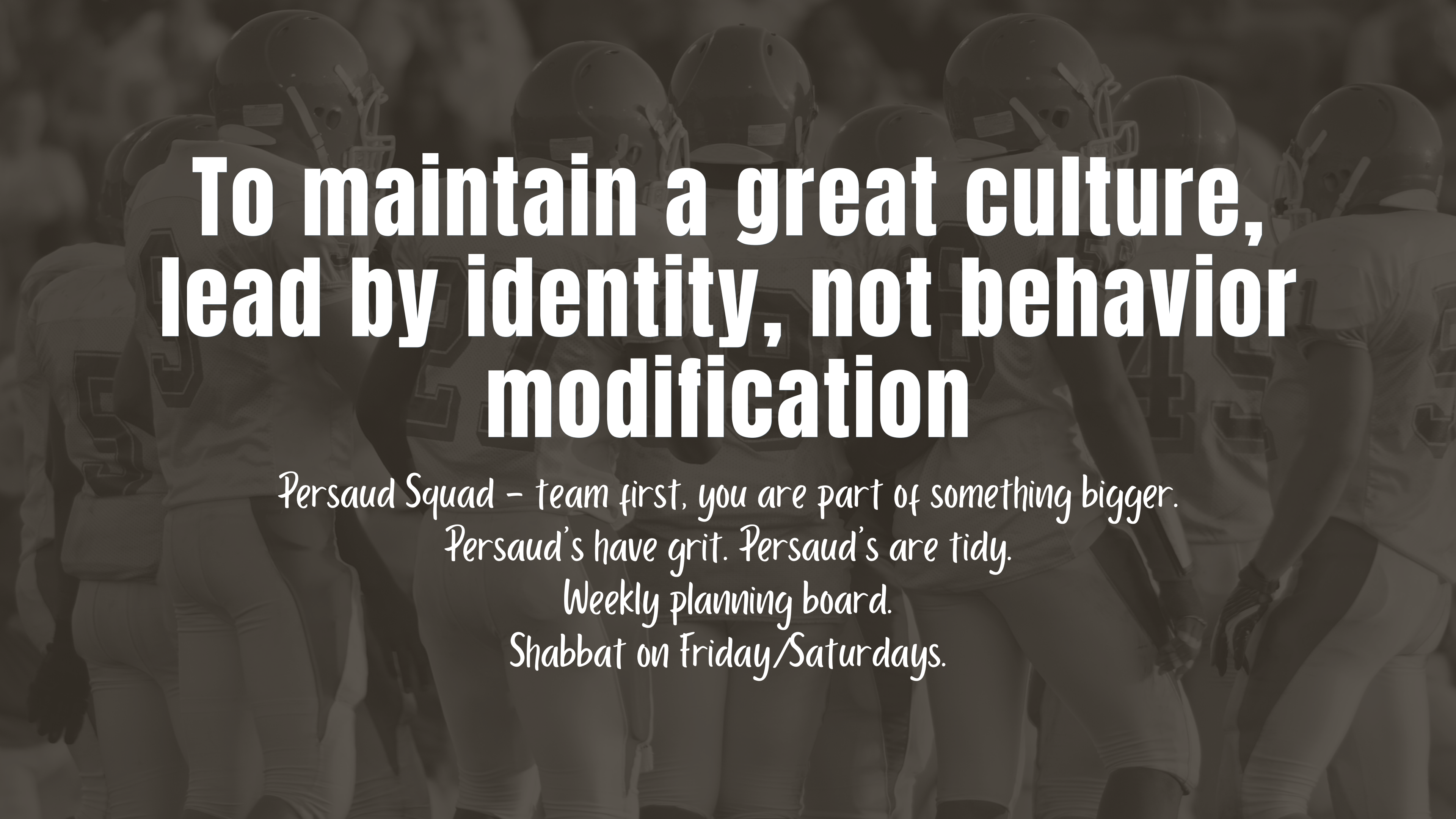
March in the same direction without the need for rules.

Things, activities, people, and decisions "feel right" when they fit our culture.



**Culture is established
by what you celebrate
and correct**

What gets rewarded gets repeated.



To maintain a great culture, lead by identity, not behavior modification

Persaud Squad – team first, you are part of something bigger.

Persaud's have grit. Persaud's are tidy.

Weekly planning board.

Shabbat on Friday/Saturdays.



You need an enemy

*Teach the kids that we are walking the narrow road, not the wide road
- we are rebels fighting the evil empire -*



You need a mission

What breaks your heart? Do something about that.

Make your family brand tangible

Family logo • weekly planner board • Shabbat meals weekly • secret handshake
• house is a theme park • travel and souvenirs • family team shirts • insider
language • training/practice at Disney • shaping our kids into positions in our
business • coaching from dad & mom • team huddles in the mornings • pep-
talks • quarterly board meetings



WISDOM. COURAGE.
POSITIVE.



**PERSAUD
SQUAD**



What do you call your family team?

What 3 words describe your family?

Is your look: classic, modern, or trendy?

