

**Next Steps** (a.k.a., Afterword)  
*How to Bring Your Whole Family on Board*

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Do the concepts in the book *Stubborn* speak to you? Do they make sense to apply to your business?

After hearing me speak on this topic, folks always ask ... I like this concept, but how do I get my business partners on board?

You can't force someone to drink a cup of hot tea. You can make a cup of hot tea and serve it to them on fine china with sugar on the side. However, if you try to force it down their throat ... it'll scald them. You can only serve the tea politely and then pour a cup yourself, drinking it to show the tea isn't poison.

The key thing to catalyzing change is to show leadership through humility and prove to your partners that you are serious about making changes yourself, then ask your partners to follow your lead.

You (not your partners) must make the first move and do something difficult to change. Your own actions will prove to your partners that you are serious about change. Change you first; don't expect your partners to change until that happens.

Here's how folks have done it in the past in a way that is easy, fun, and actually works:

I. First, review the lists of habits in the Appendix of the book (it starts on page 267) or you can download the lists from our website's resource page. Then, circle one bad habit you have from the list, or simply add one yourself. Don't pick a bad habit that is nearly impossible for you to change but something that is a pet peeve of your partners, is "doable", and would be a significant token effort that would not go unnoticed.

II. Then fill out the pledge on the last page of the book (you can find this on our website's resource page, as well) and give a copy of the book to each partner. Suggest a date and place that you want to take them out for lunch in roughly a month to discuss the book. Sign the bottom of this pledge stating that you'll tip your server \$100 if

you don't follow through on this habit change. That puts the onus on you to follow through with your token habit change and create a fun, lighthearted attitude by your partners towards this new approach of how you work together.

III. Then over the next month, use the five-finger process outlined in chapter 4, writing out your goals every morning and objectively grading yourself every night over at least 30 days ... or until the habit sticks.

IV. Start your business lunch by asking your partners if they have noticed a positive change in your habits. Over lunch ask your partners what they thought about this book. Listen to what they have to say; don't just talk over them. Ask them what concepts from the book they thought were interesting and could fit into your business. Together brainstorm practical ways you can adapt these ideas.

V. Then together make a pledge to make those changes happen. Write out what changes your family pledges to make over the next month, have everyone sign the "document" and arrange to

have another family lunch meeting in the same restaurant in 30 days. Collectively pledge that if any partner doesn't follow through on their end of what was promised, they pledge to tip the server a \$100 ... just like you did last month. Then meet monthly and gradually expand the scope of your discussions over time.

This is an easy way to catalyze positive changes within your family culture. If you find this audacious and want free advice on how to make your first meeting successful, book a free call at [www.stubborn.farm](http://www.stubborn.farm).

For years, everyone called me up to “come fix my partner.” However, what I've learned is that it's only when YOU take the lead and demonstrate to your partners the advantage of being stubborn in a good way that your family's business culture will evolve. Regardless of how well your team gets along, this approach can benefit any organization!