

Sibling Code of Conduct

Here's a good example of a Sibling Code of Conduct, developed to clarify the expectations of a team of sibling owners and to reinforce and make explicit their commitment to one another.

- To care for the family's reputation.
- To respect each other.
- To make decisions and resolve difference together — without drawing in third parties.
- To be sincere — honestly expressing personal goals and hopes, not bargaining.
- To resolve issues and to leave differences behind “closed doors.”
- To avoid polarization. To avoid “no way,nevers.” To think “win-win.”
- To neither act nor make decisions in anger.
- To share the stage with each other — in public and in the company and to protect each other publicly.
- To use competition constructively — not against each other, but against industry standards
- To root for each other — knowing that each is better off from the success of the others.
- To include spouses fairly but not put them in the middle of any differences.
- To accept without question the “Beware” signal which expresses one's pain or discomfort and the need for time to “cool off” before revisiting the topic.