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## Tough love for family firms

**FRANCES STEWART**

REDUCING the number of staff often seems like the logical place to start looking for savings in tough times.

But family businesses that often employ family members or treat staff like extended family face unique challenges when it comes to cutting staff levels.

Under-performing staff could be family members or valued long-term employees.

To help family businesses make the tough decisions,

Family Business SA has assembled a panel of experts in industrial relations law, organisational psychology, life coaching and human resources.

Seminar facilitator Kent Aughey says the panel will help family-business owners develop strategies to deal with the realities of running their business in tough times.

“Managing these issues constructively now could be the best thing that could happen to your business... creating all kinds of new

possibilities,” Mr Aughey says. Issues include industrial relations changes, looking after personnel, redundancies, outplacement and counselling team and family members.

The “managing your people during tough times” seminar is open to all family-business owners and managers. It will be held on Monday, April 6, at Finlaysons Lawyers in the city.

Phone 8376 5598 or email [fbasa@fambiz.com.au](mailto:fbasa@fambiz.com.au) by March 27 to register.