



## Look for Someone with “Family Traits”

You can dramatically increase your chances of success if the first non-family member on board is someone who’s already known by, or at least familiar to, you or your family. This candidate already has had some exposure to family relationships and maybe even your company’s culture.

In 2003, Harvard grad Ada Polla Tray launched the U.S. sales and distribution arm of Alchimie Forever, a family-run company based in Geneva, Switzerland. She was looking for an executive assistant she could trust, hired the niece of one of her mother’s best friends, and sent her to Geneva for more indoctrination in family business and culture.

“Having that connection there before hiring someone was very important to me,” Tray says. “That’s true particularly because my enterprise is still home-based, so the trust relationship has to have a whole secondary level.”