

The Family Business

CI

needs ~~a~~ good, strong hook upfront

try to draw a sense of urgency

reorganize to get to the decision at-hand
of succession must be earlier

Final Paragraph on page 3 shows urgency,
so, maybe move that up to an earlier spot.

* must use past tense

consider using teams to reduce Number of Names.

add small paragraph re: ^{international flavor} Phillipines & family business

give basic family tree instead of ^{making it a} student project

How do family members rank (evenly or heirachicly)
~~and~~ within the family,

simplify by
choosing one (ie. Alvin's) concern

There are no camps, but the ^{generational} badges are important