

# When Business Gets Personal

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**Managing Emotions & Performance in close-knit ventures**

**#CHALLENGINGBOUNDARIES**

Asra Abdulaziz, May 2025

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# The Emotional Reality of Family & Friendship in business





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## It's Not Just Business, It's Personal

- Deep trust vs. revisiting old patterns
- Emotional dynamics influence decisions





## Managing the Polarity





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### Managing the "Both/And"

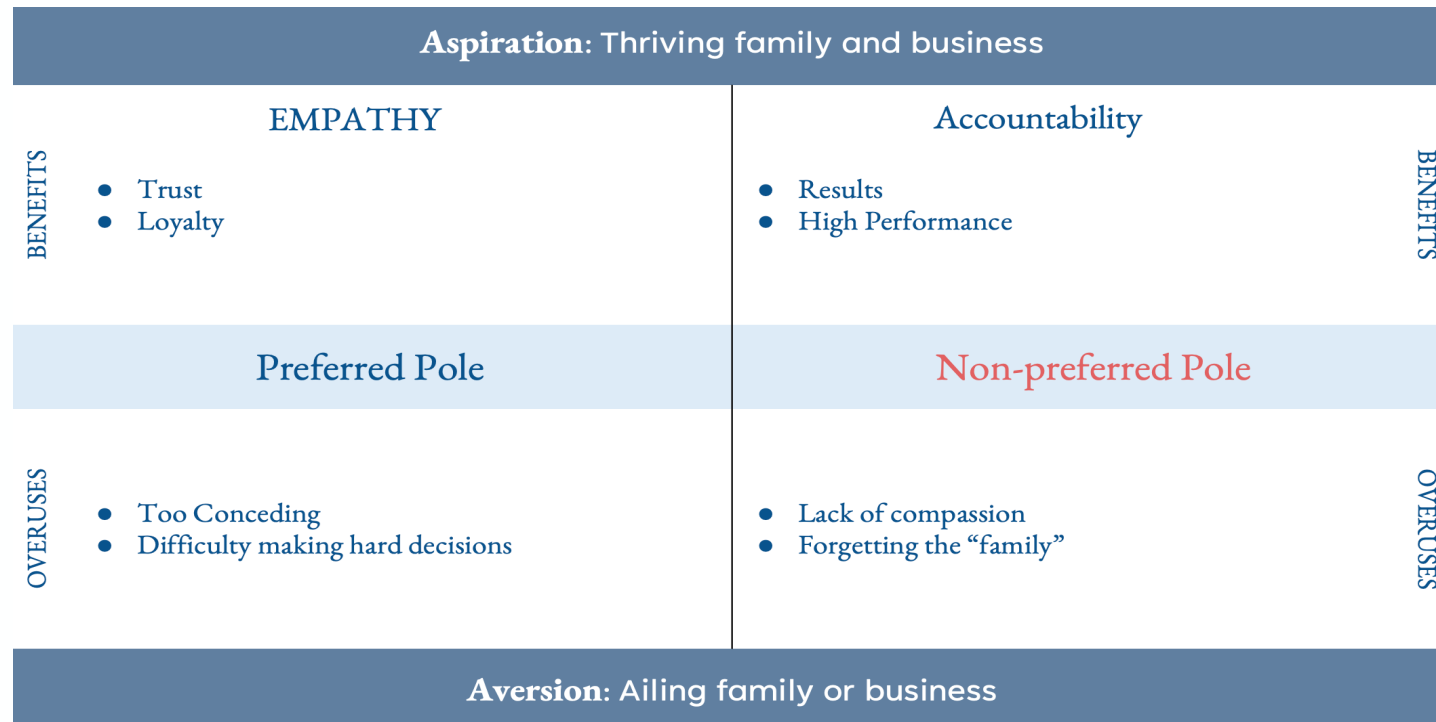
**“A polarity is not a problem to solve—it's a tension to manage”**

### Key Polarities

- Family :: Business
- Empathy :: Accountability
- Emotional Roots :: External Rigor
- Tradition:: Innovation



# The 4 step framework





# Performance under Pressure

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## Performance & Identity

Success feels personal & Failure can threaten relationships

- Performance is tied to identity
- Importance of defined roles
- Separate feedback from identity
- Normalise tough conversations



## The shift when a Third Party enters

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### Navigating External Influence

- New polarity: Emotional roots vs. External rigor
- Need for emotional governance & Alignment on values





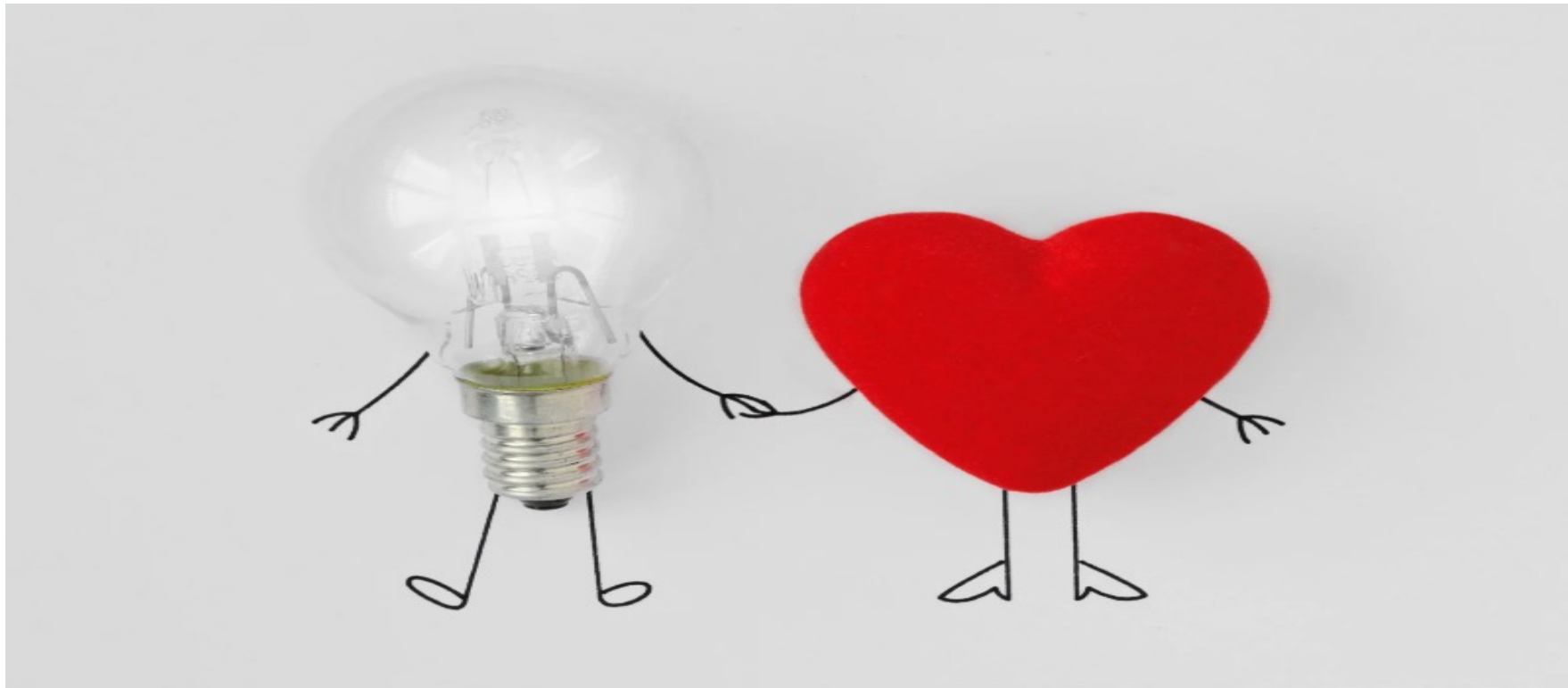
## Tools for navigating Emotional Business

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- Polarity Mapping
- Two Hats
- Emotional Check-ins
- Outside Facilitation
- Honor transitions



## Conclusion





# Conclusion

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<b>START</b>	<ul style="list-style-type: none"><li>❖ Things you aren't doing that you could benefit from starting.</li><li>❖ Things you want to put in place to improve the situation in order to attain your goals.</li></ul>	<b>Actions:</b>
<b>STOP</b>	<ul style="list-style-type: none"><li>❖ Things you are doing that you would benefit from stopping.</li><li>❖ Things that are getting in the way.</li></ul>	<b>Actions:</b>
<b>CONTINUE</b>	<ul style="list-style-type: none"><li>❖ Things that are working that you should keep doing.</li></ul>	<b>Actions:</b>



## Conclusion

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### Moving Forward

- What will you do 24 hours from now?
- What will you do 3 days from now?
- What will you do 3 weeks from now?



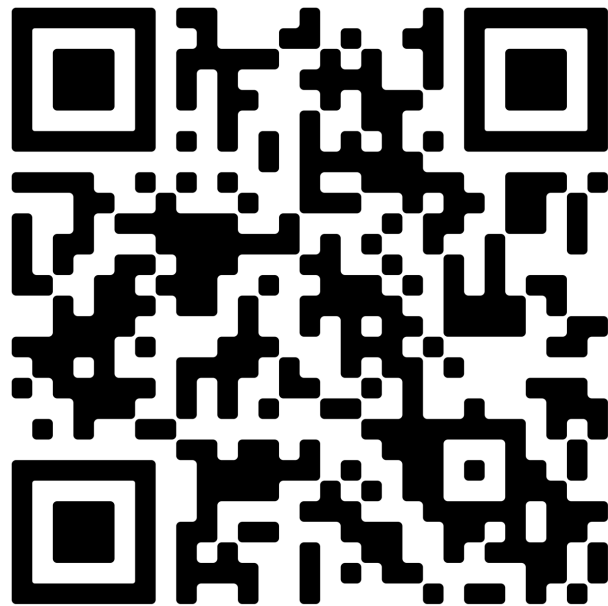
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Link to download the slides

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