

Why Every Business Family Needs a Chief Communication Officer: The Kinsley Family Case



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The Kinsley Family

The Kinsley story began in 1961 as a small concrete subcontractor.

Today, they're a nationally-recognized construction firm in the USA operating with eight areas of expertise, focusing on specific areas of the industry while primarily serving Pennsylvania and the mid-Atlantic region. The family business follows the three-circle model to operate as a disciplined unified entity for long-term success, particularly given the complexities involved in a rapidly growing family enterprise.

- Total of 18 operating companies within the umbrella business
Currently, 11 members are active in the business with a distribution of 1 G1, 5 G2 and 11 G3 across generations

- 17 shareholders in the family, of which 11 are next-generation
- Family members live relatively local to one another in Pennsylvania

"The primary goals of my role are to facilitate communication and keep people engaged in the family, not only with the website but also with each other. To ensure easy access to the website and any critical information they might be looking for in it. In a nutshell, I'm responsible for curating content & maintaining the family engagement continuum."

Katie Kinsley, 3rd generation member of the Kinsley Family & Kinsley Website Coordinator



The Family Challenges

With 18 diverse operating companies within the Kinsley group and each company's ownership structure being unique depending on how it's run, can create a high degree of complexity for the family and the businesses.

A non-negotiable need for the family was to create a solid education and communication program for these businesses to be successful long-term and to help stakeholders become good stewards of their representative businesses.

"A big part of Katie's role within the business is to ensure that all the information emerging from the family,

council, and committees is shared in a central place and that the family members have access to it. We don't always have 100% participation in family meetings hence it is even more important to have a single place where members can access necessary information about these different meetings. For example, with the Next Generation now learning about the various businesses the family is involved in and starting to take a larger role in the governance of these businesses, they need a place to go, review that information and ask timely questions."

Greg Greenleaf, Advisor to the Kinsley Family & Principal consultant with The Family Business Consulting Group (FBCG)



Here are some questions that the G3 members of the family started to actively evaluate in view of sustaining the family business's success.

- How do we communicate sensitive information to board members, shareholders and family members?
- How do we ensure non-active owners remain committed and interested?
- How do we manage the database of shareholders and family members?
- How do we organize and schedule shareholder and board meetings?
- How do we maintain a strong sense of belonging and family cohesion?

The Trusted Family Impact

The Kinsley-branded Trusted Family platform became the answer to all of these questions. Today, the platform serves as the digital headquarters for the Kinsley family, its shareholders and all active as well as non-active members to stay informed and engaged across generations. The centralisation of all of the family and

business information, education and communication underpins the collective governance success of all their operating businesses and eventually, the family.



For the Family

- Onboarding of new members, training & family support
- Maintaining an accurate family contact list
- Posting any family-related news/updates
- Maintaining a detailed events calendar
- Content creation – newsletters, genealogy research, business updates, philanthropy, family photo archive, family education

For the Shareholders

- Posting meeting dates on the events calendar
- Uploading meeting materials and notifying shareholders
- Posting meeting minutes for future reference



Trusted Family is an award-winning technology platform serving the world's leading family businesses. Founded by two next-generation entrepreneurs from European business families, the company leverages a decade of industry expertise to help multi-generational family businesses thrive and achieve sustainable, long-term success. Trusted Family offers a single, secure and centralized governance platform, enabling directors, shareholders, family members and their close advisors to easily connect, communicate and collaborate from anywhere, at any time, on any device.

<https://trustedfamily.com>



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