



TWENTY
ONE
CLEAR

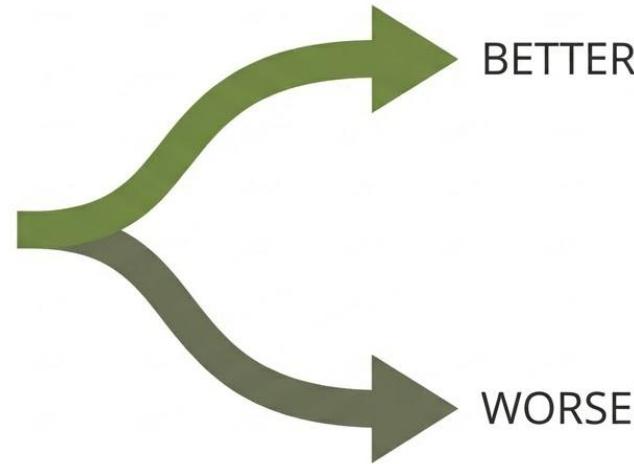
CHAOS-PROOF YOUR FAMILY BUSINESS

American Staffing Association
January 27 and 29, 2026

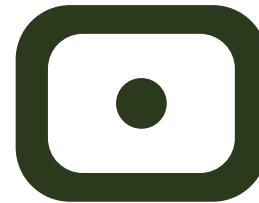
COMPANY

FAMILY BUSINESS

Session 1



Session 1

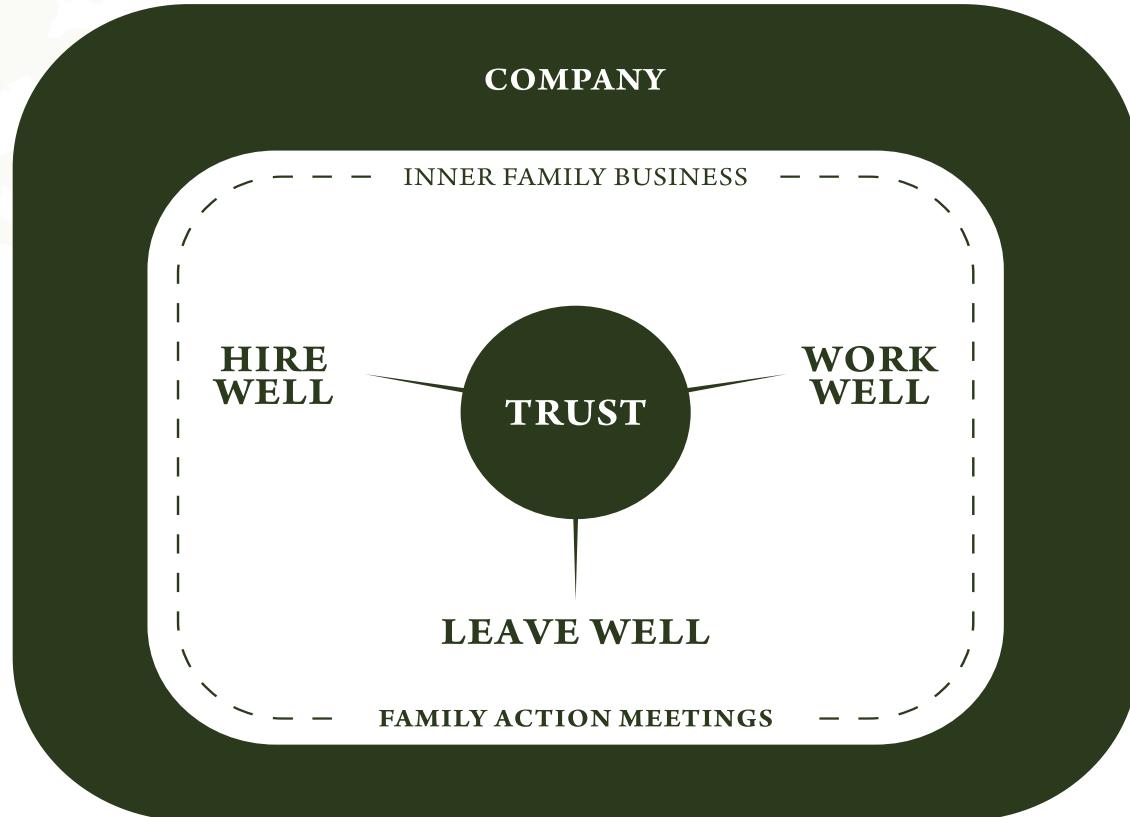


Session 1

- Inner Family Business
- Health / Chaos
- Chaos-Proof Framework
- IFBAC



Session 2



Background



Based in Augusta, Georgia

Education

- BA, History (University of Virginia)
- JD (Wake Forest University School of Law)

Email:

adam@21clear.com

Work:

(706) 750-8178

LinkedIn:

linkedin.com/in/adamhatcher

Background

Based in Augusta, Georgia



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- BA, History (University of Virginia)
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LinkedIn:

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MAU Workforce Solutions, Inc. (est. 1973)

- General Counsel
- Corporate Strategy Lead
- Vice President of Human Resources

Background

Based in Augusta, Georgia



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- BA, History (University of Virginia)
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Work:

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LinkedIn:

linkedin.com/in/adamhatcher

Growth Since 2010

Regional to National

Top 75 in Staffing

Top 20 in Industrial Staffing

Background



Grandfather
Brother
Cousin
Step Uncle
Father

Two Goals

- **New Market**
- **Acquisition**
- **Sales Slump**
- **Top 50**

Stay Together

Great Family Companies



MARS

Kelly®



Great Family Companies



Great Family Companies

Company

Full
Valuation

Positive
Impact

Family

Keep

Relationships

Chaotic Family Companies



The Inner Family Business

- **Calamities**
- **Chaos-Proof**



Inner Family Business

**"When you work
together with your
family,**

***you do not have a
family business.***

Not on its own."

Inner Family Business

COMPANY

FAMILY BUSINESS

Inner Family Business

COMPANY

FAMILY BUSINESS

Inner Family Business

COMPANY

FAMILY BUSINESS

Inner Family Business



Alignment

Communication

Trust

Inner Family Business

COMPANY

FAMILY BUSINESS



Inner Family Business



Inner Family Business

“Keeping a family business alive is perhaps **the toughest management job on earth**. Only 13% of successful family businesses last through the third generation.”

*Keeping the Family Business Healthy,
Ward*



Health

“Companies owned and managed by families are a special organizational form whose ‘specialness’ has both positive and negative consequences ... When they are working **well**, families can bring a level of commitment, long range investment, rapid action and love for the company that non family businesses yearn for but seldom achieve.”

GENERATION TO GENERATION

Life Cycles of the Family Business



KELIN E. GERSICK • JOHN A. DAVIS
MARION MCCOLLOM HAMPTON • IVAN LANSBERG

HARVARD BUSINESS SCHOOL PRESS

Chaos

“When they are working poorly, families can create levels of **tension**, **anger**, **confusion** and **despair** that can **destroy** good businesses and healthy families amazingly **quickly**.”

GENERATION TO GENERATION

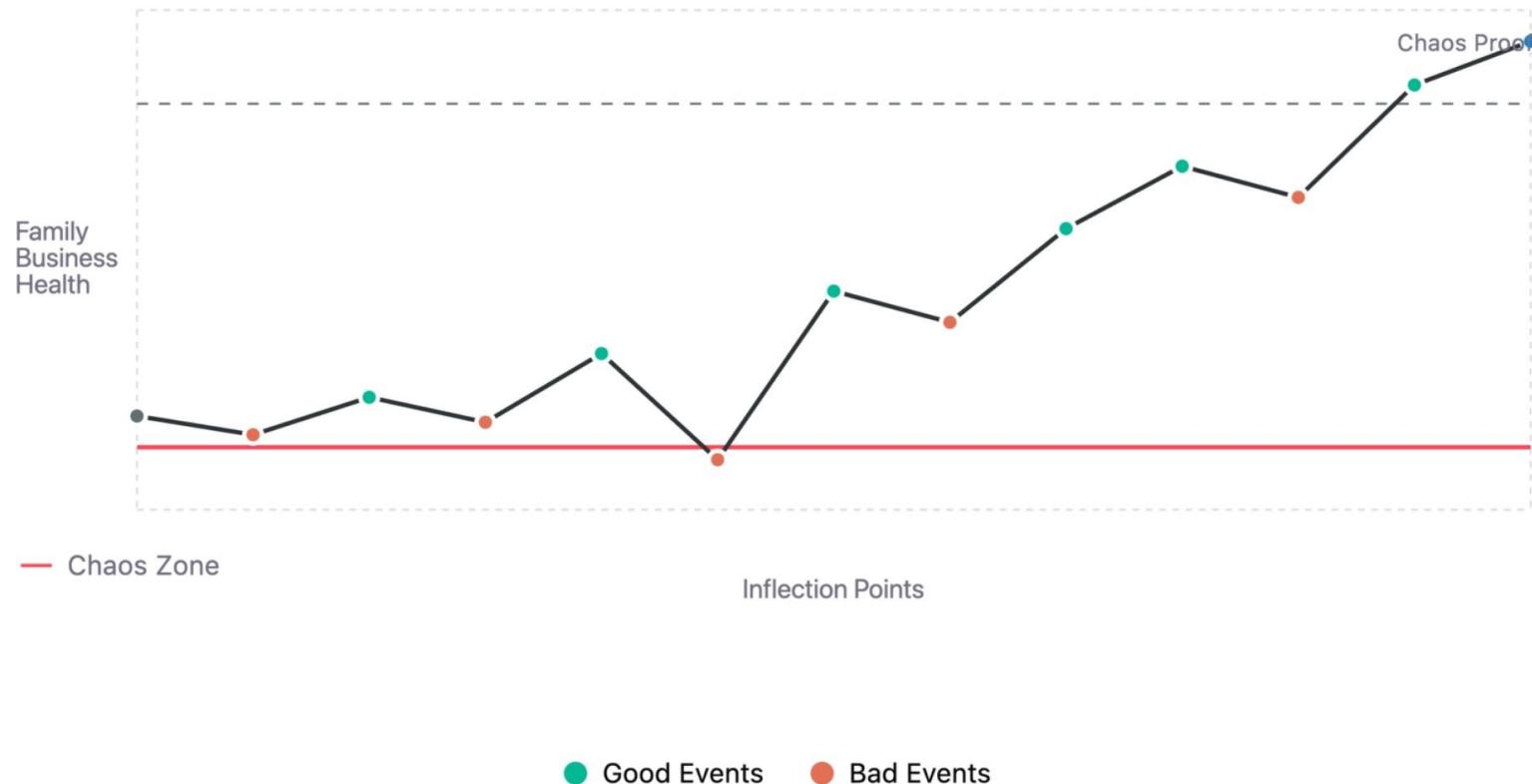
Life Cycles of the Family Business



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Inner Family Business Journey

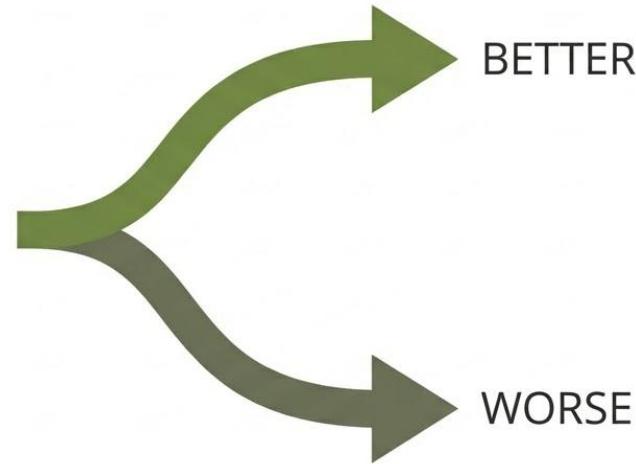


Session 1

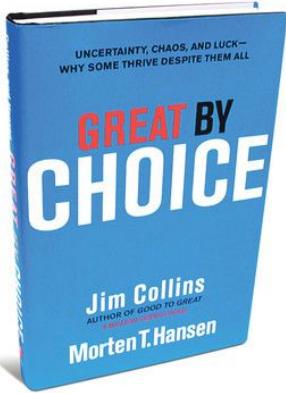
- Inner Family Business
- Health / Chaos
- Chaos-Proof Framework
- IFBAC



Chaos-Proof Framework



Chaos-Proof Framework



Chaos-Proof Framework

Chaos-Proof Framework

HIRE WELL

Family criteria,
actual jobs,
process and
onboarding

Chaos-Proof Framework

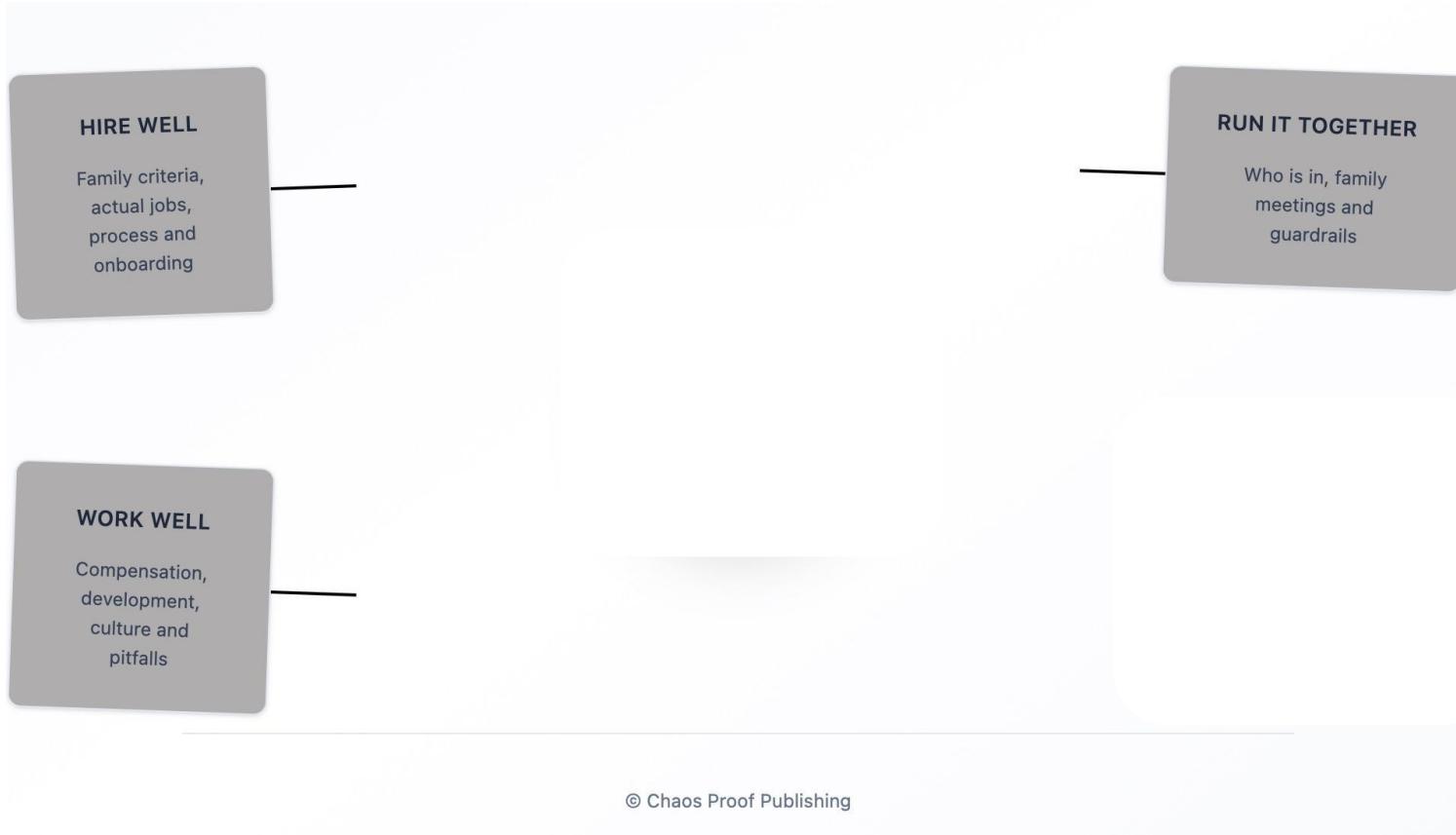
HIRE WELL

Family criteria,
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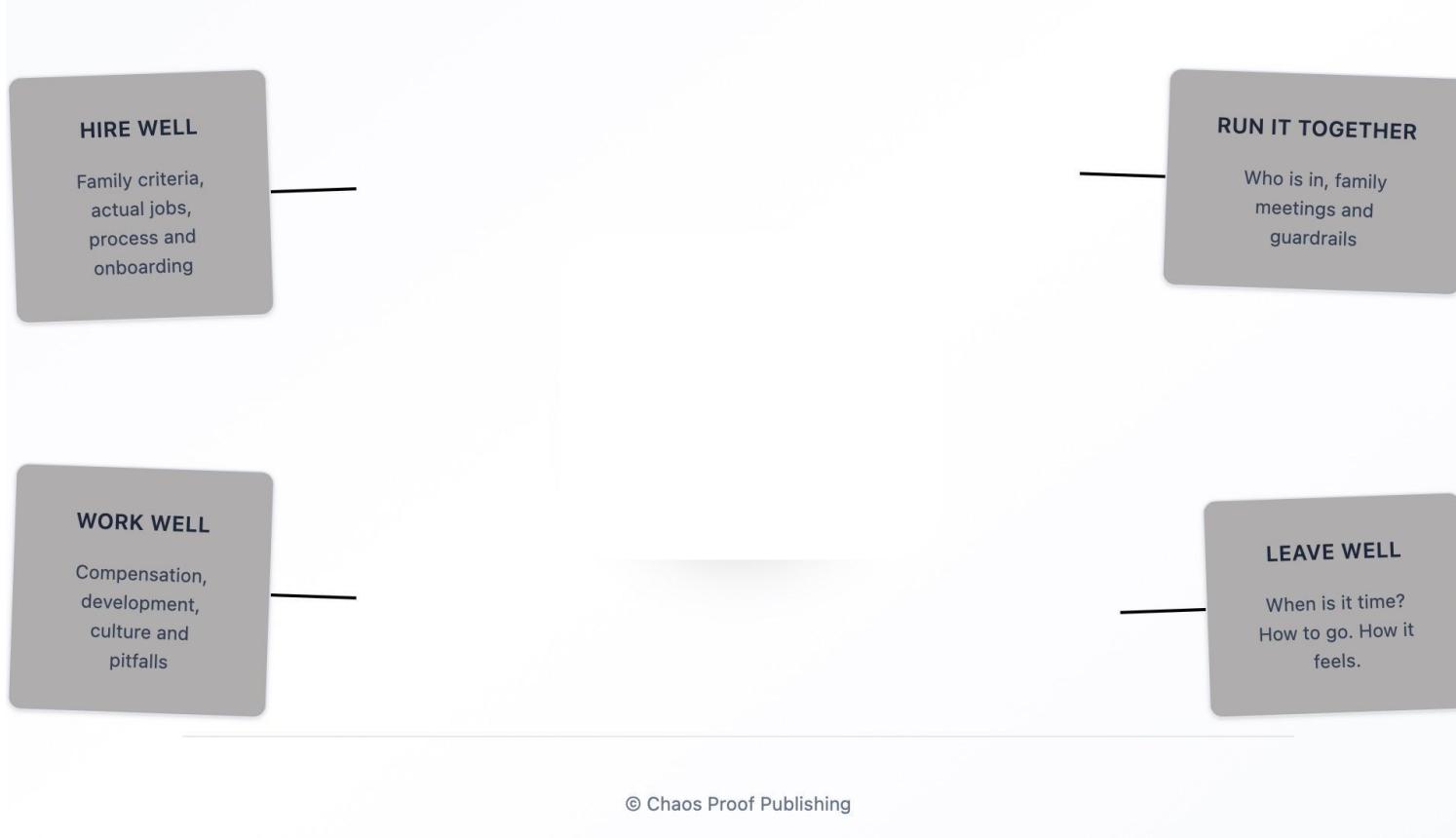
WORK WELL

Compensation,
development,
culture and
pitfalls

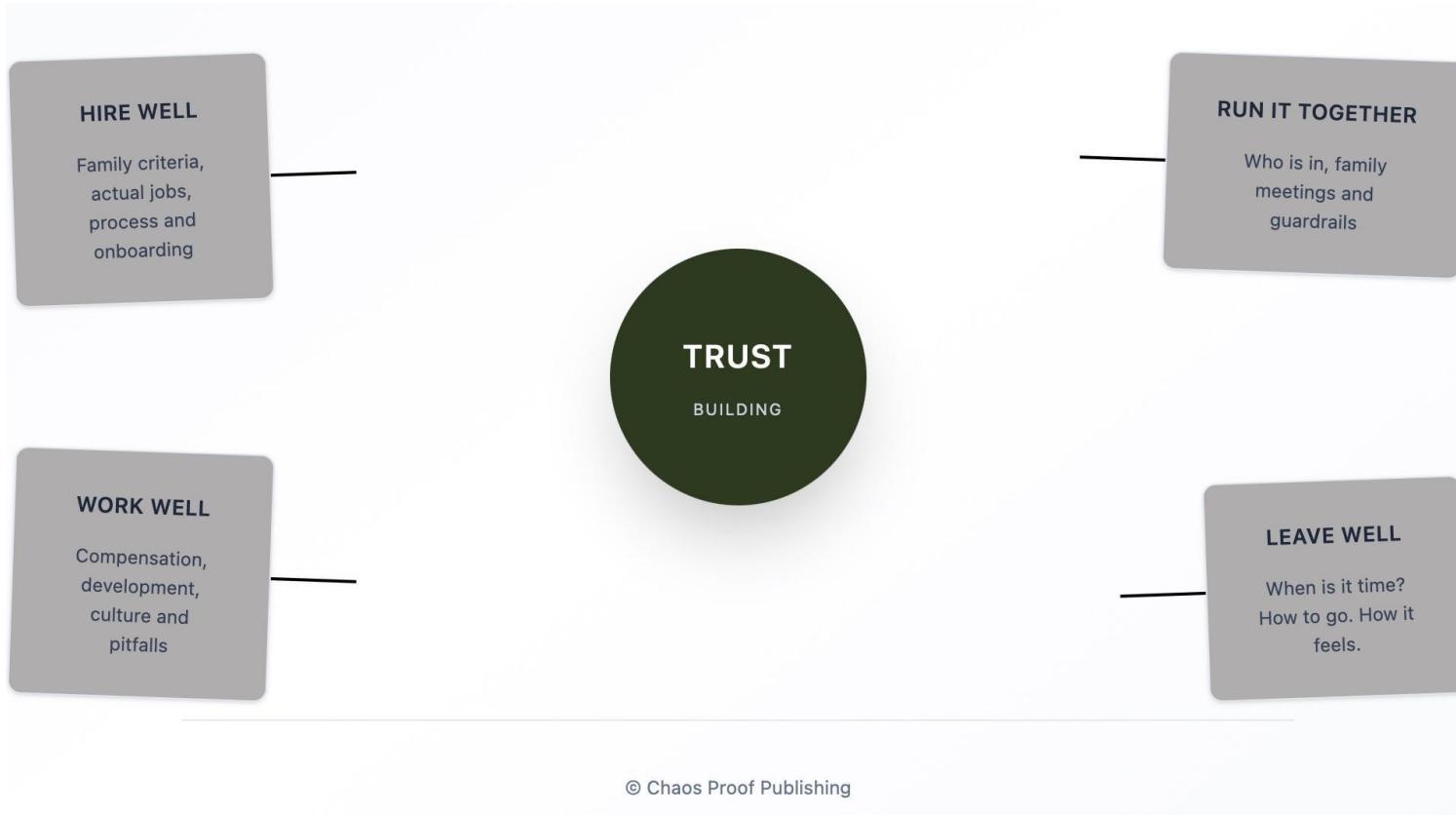
Chaos-Proof Framework



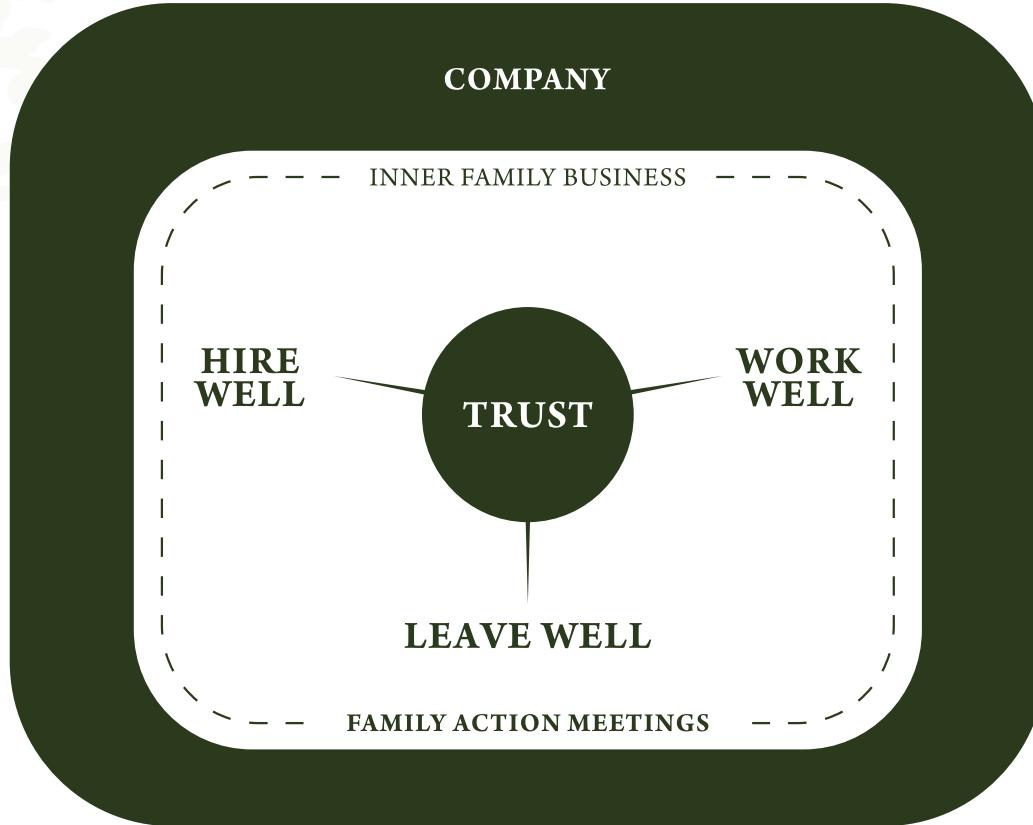
Chaos-Proof Framework



Chaos-Proof Framework

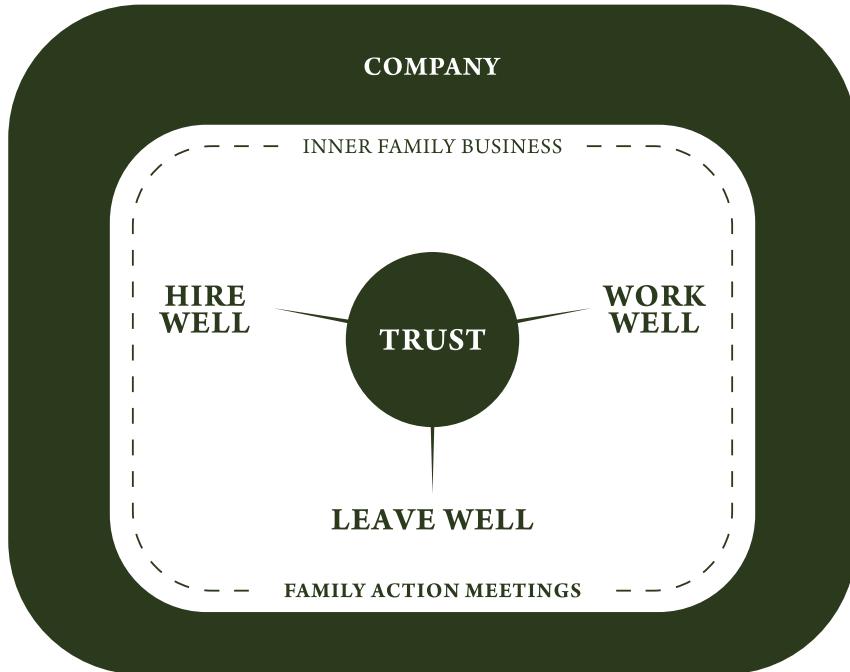


Chaos-Proof Framework



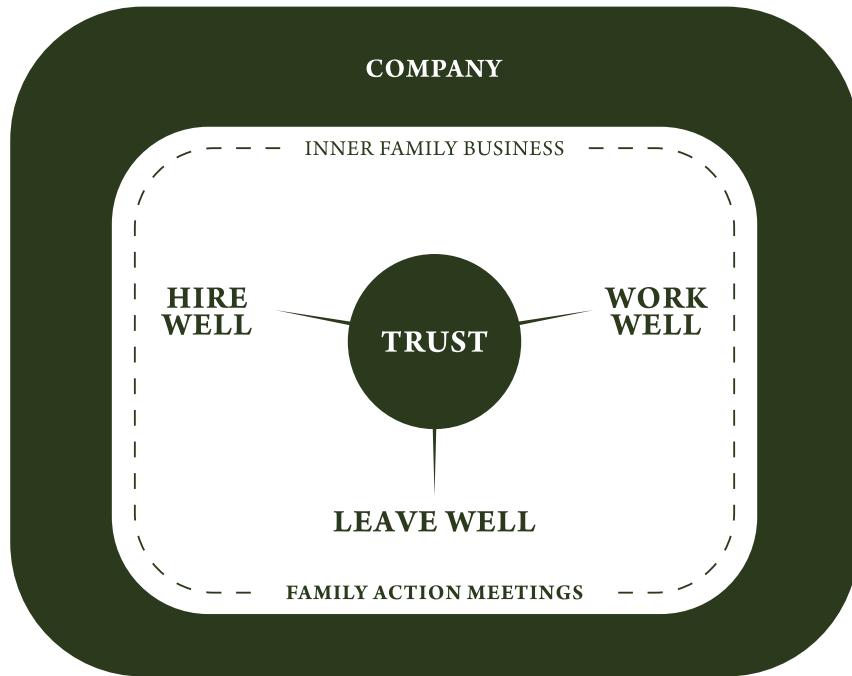
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Chat Question

- Excitement / Health
- Concern / Chaos





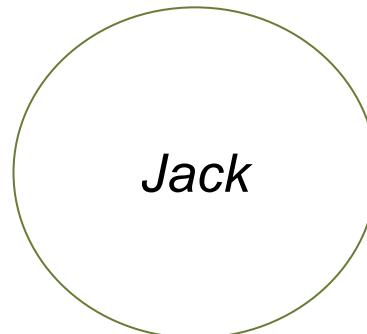
Case Study



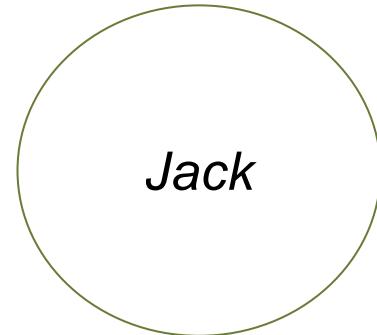
- *Sales*
- *Commercial*



- *Corporate*
- *Residential*

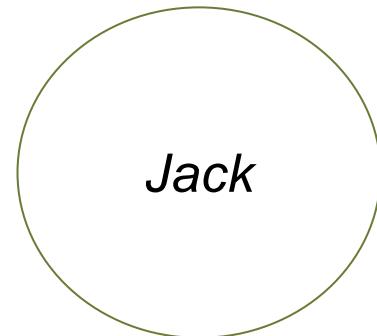


Case Study

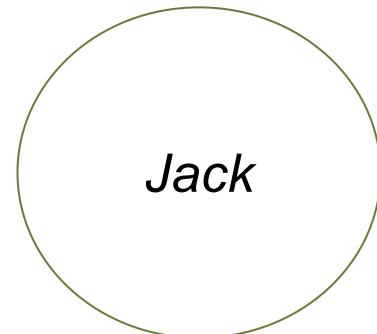


"No. The kid is an idiot."

Case Study

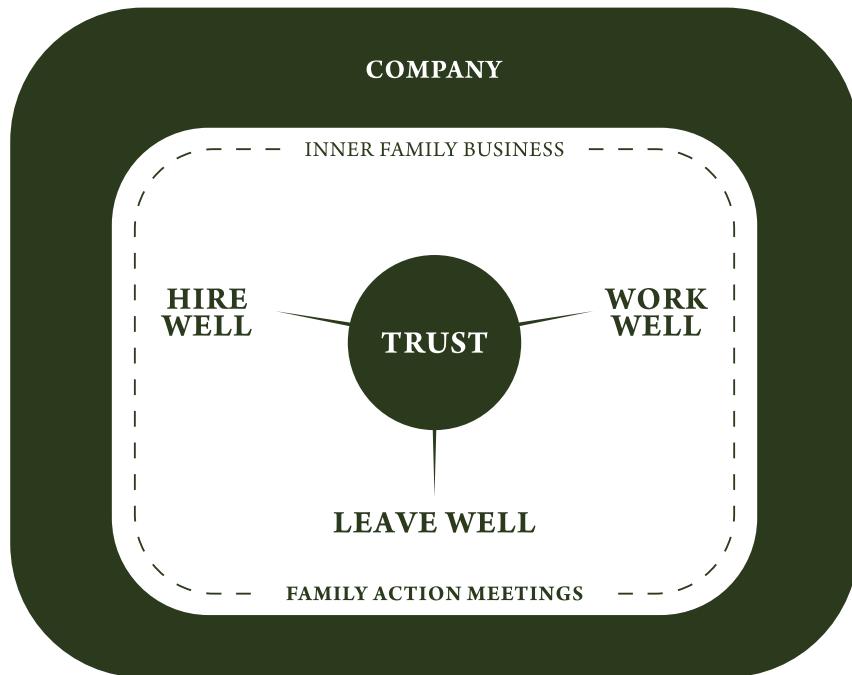


Case Study



*"We don't see things the
same way anymore."*

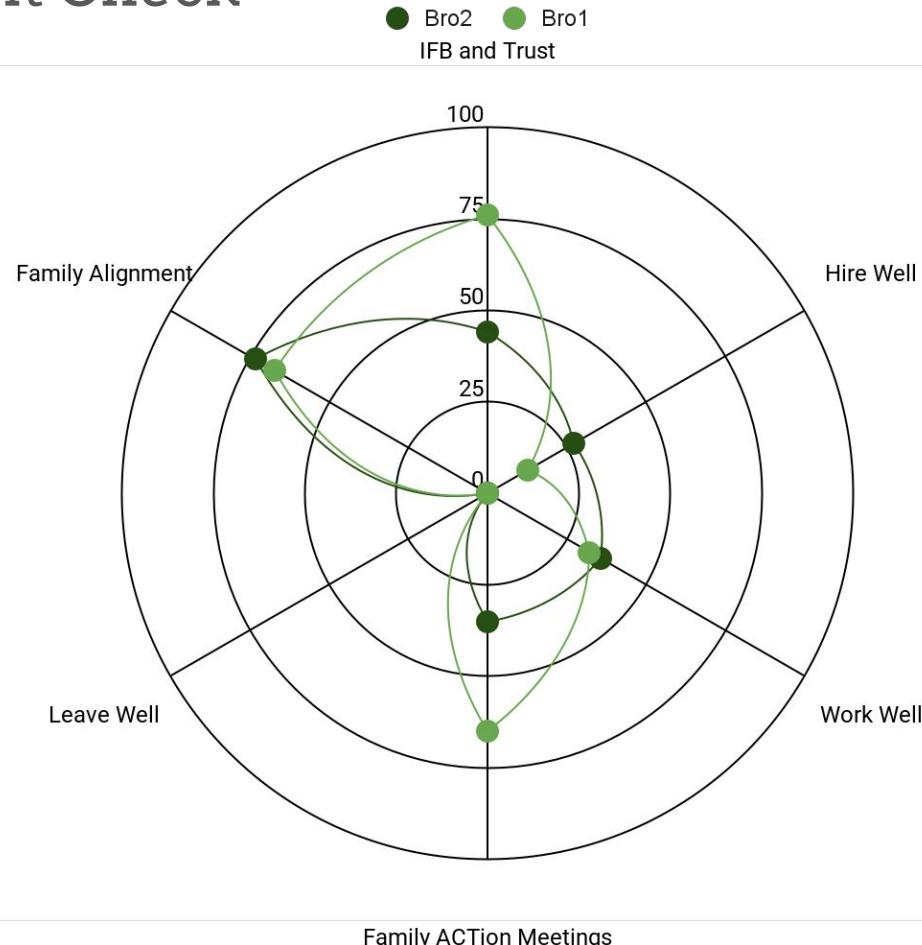
Case Study



Inner Family Business Alignment Check

Victor and Mo's IFBAC shows both chances to increase inner family business clarity and create tighter alignment between the brothers.

Our goal through assessments and Family ACTion Meetings is to get Mo and Victor answers to fill the circle to the right, increasing their alignment, communication and trust.



Inner Family Business Alignment Check

Inner Family Business Alignment Check

The **IFBAC** is a survey that gives you a way to see patterns in your inner family business and issues you might be ignoring or are afraid to name. It is a snapshot of your perspective of your inner family business's health, including the ways you are happy in and with your family company, while reflecting and perhaps validating any frustrations or problems of which you are aware.

Most importantly, you will gain perspective on how stable you think the family business is and find places to begin your chaos-proofing journey. And, if you are in chaos right now, you will get an idea of where you could focus emergency help.

(reprinted from "A Chaos-Proof Family Business", publication 2026)

adam@21clear.com [Switch account](#)



* Indicates required question

Email *

Your email

Inner Family Business Alignment Check

Please assess the following statements based on your current experience: *

0 1 2 3 4 5

Family
agreement on
whether a
family
business
exists and
should
continue.

BACK TO ASA HERE

Appendix

COMPANY

INNER FAMILY BUSINESS

HIKE
WELL

WORK
WELL

TRUST

LEAVE WELL

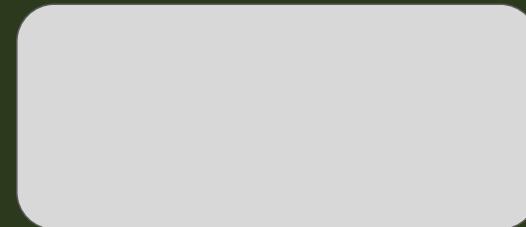
FAMILY ACTION MEETINGS



COMPANY



COMPANY





COMPANY

FAMILY BUSINESS



COMPANY



FAMILY BUSINESS



COMPANY



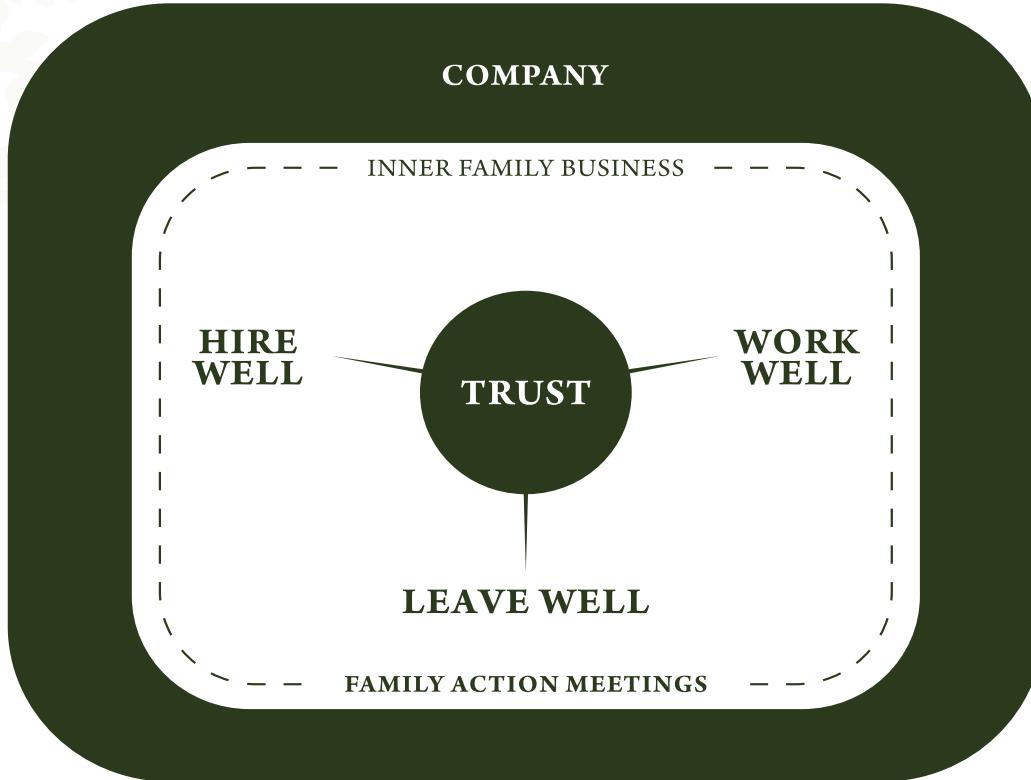
FAMILY BUSINESS

Inner Family Business

COMPANY

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Chaos-Proof Framework



Health

“Companies owned and managed by families are a special organizational form whose ‘specialness’ has both positive and negative consequences ... When they are working well, families can bring a level of commitment, long range investment, rapid action and love for the company that non family businesses yearn for but seldom achieve.”

GENERATION TO GENERATION

Life Cycles of the Family Business



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Chaos

“When they are working poorly, families can create levels of tension, anger, confusion and despair that can destroy good businesses and healthy families amazingly quickly.”

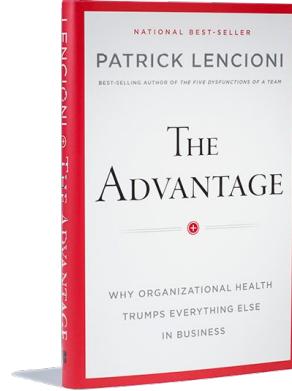
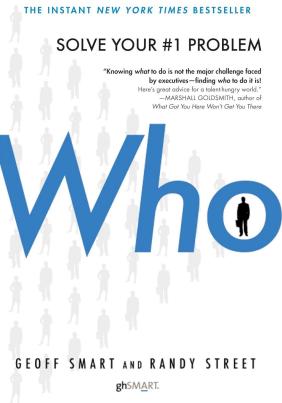
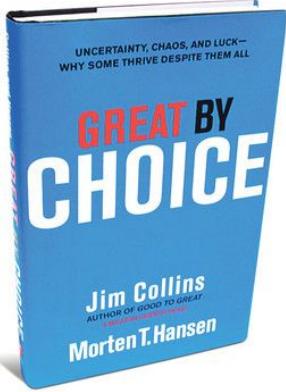
GENERATION TO GENERATION

Life Cycles of the Family Business



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Inner Family Business Alignment Check

Bro2 and Bro1's IFBAC shows both chances to increase inner family business clarity and create tighter alignment between the brothers.

Our goal through assessments and Family ACTion Meetings is to get Bro2 and Bro1's answers to fill the circle to the right.

A strong IFBAC creates a platform for growth and resilience to disruptions.

