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New Perspectives

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The Beyoncé and Jay-Z Family Business Survey

We all know how happy and successful Bey and Jay are, don't we? The first couple of the music business has made great pop music, uncountable millions, picture perfect babies and they smile in every photo.

But that's Hollywood, right? What's that got to do with the real world?

What about you and your spouse? You also wake up beside your business partner every day, but your business partner doesn't look anywhere near as good in the shower as Jay does, nor sound anything like Bey at the Super Bowl.

Your weekly management meetings are just as likely to be interrupted by a phone call, because your son is in in the sickbay at school with a fever, as your family dinners are likely to be interrupted by an irate customer with a blocked toilet.

So on the stuff that really matters, where do you and your spouse rate on the Jay and Bey Family Business Scale?

Take a few minutes to complete the Jay and Bey survey below, score yourself at the end and find out if the two of you are on the way to knock the power couple of the music business off their throne.

Please note:

The questionnaire refers to you and your spouse being business partners. For the purpose of this questionnaire it is not important whether or not you are both directors and shareholders or in any kind of legal business partnership, all that matters is that you are sharing business as well as home life.

You can do the survey on your own, or the two of you can complete the survey together, but I have found that couples get great benefit from both completing the survey separately, and then using the results to initiate powerful conversations about how best to move forward.

The Survey:

Please answer the following 12 questions on a scale from 0 to 10. For every question, 10 is most positive and 0 is most negative.

On a scale from 0 to 10, my spouse and I:

1) Are aligned about our passion for the business:

0	1	2	3	4	5	6	7	8	9	10
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2) Are aligned about our roles and responsibilities at work and home:

0	1	2	3	4	5	6	7	8	9	10
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3) Are aligned in our Vision and Mission of the business:

0	1	2	3	4	5	6	7	8	9	10
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4) Are aligned about our short (1 year), medium (3 years) and long term (10+ years) Goals for the business.

0	1	2	3	4	5	6	7	8	9	10
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5) Are aligned about our hiring and firing policies

0	1	2	3	4	5	6	7	8	9	10
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6) Have high level company strategy meetings at least once a year:

0	1	2	3	4	5	6	7	8	9	10
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7) Have regular (daily, weekly and monthly) management meetings to stay on top of the issues:

0	1	2	3	4	5	6	7	8	9	10
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8) Set aside enough time for ourselves and the family every week:

0	1	2	3	4	5	6	7	8	9	10
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9) Ensure we give space to the home relationship as well as the work relationship:

0	1	2	3	4	5	6	7	8	9	10
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10) Can separate our work personalities from our home personalities:

0	1	2	3	4	5	6	7	8	9	10
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11) Feel lucky that we get to share so much more of our lives with each other as partners in business:

0	1	2	3	4	5	6	7	8	9	10
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12) Love how working together allows us to grow and develop as a couple and in our business.

0	1	2	3	4	5	6	7	8	9	10
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Total score:

How to interpret the scores:

Once you've added up your scores, as a rough guide, I suggest you might interpret the scores as follows. Please keep in mind that this is not an in-depth survey nor are my comments to be taken too seriously. The aim of this questionnaire is to provide some food for thought and to stimulate a meaningful conversation between yourself and your spouse.

0-20:

Ok, Let's face it, Jay and Bey probably outperformed you in pre-school.

On the face of it, I'd suggest that any number below 15 is very low and indicates that there is a lot of work to do. I might even ask the question if it could not be best for your business, your family and your relationship, to start working towards one of you stepping out of the business. I'd love to help you make that transition if you like.

21 to 50:

The two of you have got the basics happening, there's hope for your business and your family. You're not singing any duets yet of course, but with commitment, hard work and the right support, there's no reason you can't win a Grammy in a few years. Give me a call if you'd like to explore how we might knock over their throne in a couple of years.

51 to 80:

Jay and Bey are taking note, they've had discussions about you with their managers. Keep it up and you'll get a call. You guys have got a lot right in business and at home already and you're on your way to create something truly special. Nice one, I'd love to have a chat and explain how we can take it to the next level.

81 to 110

Jay and Bey are watching you're every move. They're nervous. Those dinner time call centre phone calls you've been getting from Google and Vodaphone? Yeah, those... Well, I've got two words for you: Industrial Espionage. It's dog eat dog at the top of the music industry. You're going to have to play your cards pretty close to your chest from here, if you want to ascend to the dizzy heights.

111 to 120:

Wait a minute... Wait just a doggone minute... You're not Bob and Marge from the suburbs of Sydney... You can't fool me... You guys actually are Beyoncé and Jay-Z.

Nice to meet you, your Highness, please accept my humble apologies, I didn't mean anything by it... Just a harmless bit of fun... Please can I have a selfie and an autograph?... Thank you, thank you.... Obviously, you don't need my help... I need yours instead.

The end

I hope you found the process of thinking about the questions a useful one.

Please feel free to email me your completed survey to roland@newperspectives.com.au

And if you'd like to book in a free half hour discovery coaching session with me to discuss your results and where to go next, please go to my online booking calendar to book in a 30-minute slot any time you like www.newperspectives.com.au/bookme

Speak soon,

Roland Hanekroot