REFERRAL GUIDE

# Tildet Varon

FAMILY BUSINESS CONSULTANT · AUTHOR · SPEAKER

*Peace at the table and profits to the balance sheet*

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If someone you know runs a family business, there is a good chance they need Tildet and just do not know she exists yet. This guide gives you the words to recognize the right moment, make the introduction with confidence, and **feel great about who you are referring them to.**

## A GOOD REFERRAL OFTEN SAYS THINGS LIKE

- "We keep having the same conversations."
- "The business is growing faster than our systems."
- "Everything still depends on one or two people."
- "Communication is affecting decision-making."
- "The next generation wants change."
- "Roles and responsibilities are not clear."
- "We need more structure and alignment."
- "Family dynamics are impacting the business."
- "We want to modernize without losing our culture."
- "We need everyone moving in the same direction."

## WHO TILDET WORKS WITH

- ☑ Family businesses with $5M+ in revenue
- ☑ 2nd, 3rd, or multi-generational businesses
- ☑ Multiple family members in leadership roles
- ☑ 10 or more employees, growing or scaling
- ☑ Heart-centered leaders who care deeply about their people and their legacy
- ☑ Families who have tried other consultants and felt something essential was still missing

*(They don't need to meet every criterion above.)*

## WHAT TO SAY

### QUICK INTRODUCTION

*"I know someone who specializes in helping family businesses strengthen communication, leadership, systems, and operational alignment across generations. I think a conversation with Tildet Varon could be really valuable for you."*

### DEEPER INTRODUCTION

*"Tildet specializes in the human side of family business. She helps families communicate across generations, work through difficult dynamics, align their leadership, and build the operational structure the business needs to grow. When the communication and operations get better, everything gets better. She has lived it herself and I think she could really help you. I would love to connect you."*

## AREAS WHERE TILDET SUPPORTS FAMILY BUSINESSES

### LEADERSHIP & COMMUNICATION

- Communication Across Generations
- Leadership Alignment
- Difficult Conversations
- Family Business Dynamics
- Team Development
- Culture & Relationship Building

### STRATEGY & OPERATIONS

- Business Strategy & Planning
- Vision & Goal Alignment
- Role Clarity & Accountability
- Systems & Processes
- Delegation Support
- Succession Planning
- Sustainable Growth

Person-Dependent to Process-Supported

01

**She Has Lived It**

She watched her family's 350-person business collapse. That experience is what drives every client engagement. She understands what is truly at stake, not just strategically but personally.

02

**She Sees the Whole Picture**

Most consultants fix operations or coach people, rarely both. Tildet addresses communication, roles, systems, stress, and relationships at the same time. All of these are important.

03

**She Stays in It With You**

Once families start working with Tildet, they rarely want to stop. She creates the safety for conversations everyone has been avoiding and holds the family accountable to grow through them.

HOW TO MAKE THE INTRODUCTION

*A warm email or text connecting your contact directly to Tildet will be appreciated. Use the words above as a guide, add a personal line or two, and she will take it from there.*

**WEB** tildet.com

**FREE STRATEGY CALL** tildet.com/timewithtildet

*The Thriving Family Business*

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