

# Kinkeeping: The Glue that Builds Long Term Families

*“Love and money are a potent brew”*

Philip Pryor

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# Aims of Today

- What is Kinkeeping
- Why is it so important
- What are the implications for our families
- Panel and Q & A

# What is Kinkeeping?

- Is the deliberate work of maintaining and strengthening family ties, including:
  - Coordinating gatherings, holidays, reunions, and rituals
  - Keeping communication lines open across the family
  - Remembering birthdays and important family dates
  - Preserving family history and traditions
  - Mediating conflict and managing the emotional temperature
- It is the ‘soft architecture’ and needs to be formalised as much as the ‘hard architecture’ is.

The background of the slide features a sunset scene. On the left, the dark silhouette of a large tree trunk and its branches is visible against the sky. In the center and right, the silhouettes of three people—a man, a woman, and a child—are standing on a grassy hill, looking towards the horizon. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon, creating a warm, golden glow.

**“The family all know that there is no way our family business would have been as successful as it is, without the kinkeepers keeping everything going”**

**It is often the mother’s death, that leads to the eventual collapse of business entities.**

**Money is not the glue. Money is one of the key causes of conflict. It is the shared values that sustain a family through the generations (Family Business Magazine)**

**We focus on our formal governance, however:**

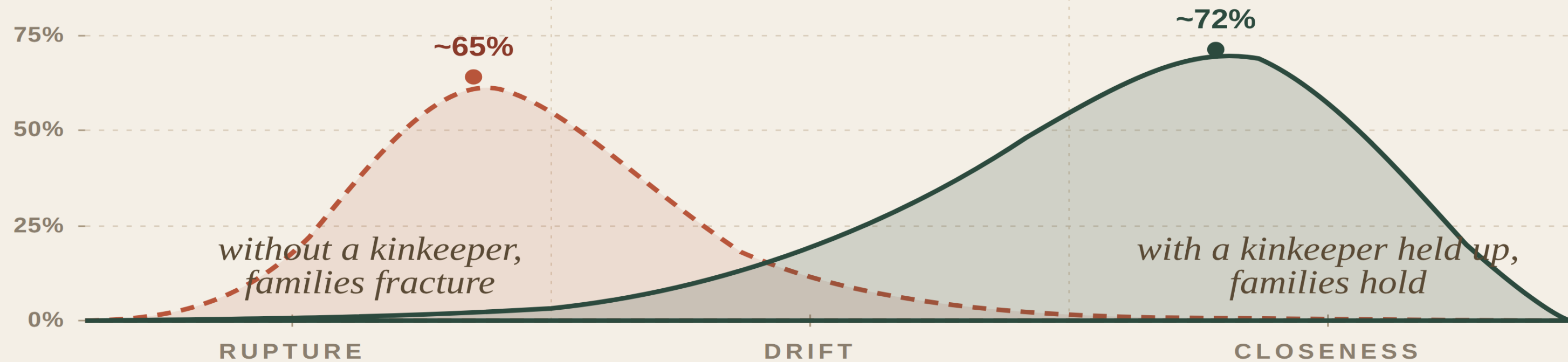
**Our governance is only as strong as the emotional relationships it governs**

# How a family *holds, drifts,* or *breaks.*

The same family. Two different futures. The kinkeeping shifts the odds.

— Strong, supported kinkeeping  
- - - Absent or depleted kinkeeping

% LIKELIHOOD



*without a kinkeeper, families fracture*

*with a kinkeeper held up, families hold*

### Relationships rupture

Estrangement, lasting fractures, a family that has broken apart

### Relationships drift

A household, not a family — people who share a name but little else

### A close, loving family

Connected across generations — children, grandchildren, great-grandchildren

# The nine roles of *kinkeeping*.

*Mostly relational labour. A few overlap with other family work — admin, governance, care — where the lines blur.*

01 · EMOTIONAL CONNECTOR

## Keeps the warmth alive

Notices when someone is pulling away. Reads the temperature of the family. The first to feel a relationship cooling — and the one who steps in.

● CORE KINKEEPING

02 · SOCIAL ORGANISER

## Plans the gatherings

Coordinates birthdays, holidays, dinners, traditions. Remembers the dates. Sends the messages no one else thought to send. The keeper of the family calendar.

● CORE KINKEEPING

03 · MEMORY KEEPER

## Holds the stories

Protects the photos, the rituals, the family lore. Carries identity between generations. The reason the next generation knows who came before.

● CORE KINKEEPING

04 · RHYTHM HOLDER

## Carries the mental load

Holds the routines, the tone, the cadence. Carries the invisible work no one else sees. Most often the one who breaks first when it's all alone on her shoulders.

● ALSO HOUSEHOLD ADMIN

05 · CONFLICT MEDIATOR

## Repairs the ruptures

Steps into tension before it becomes damage. Helps people hear each other. Stabilises the family when someone is upset, withdrawn, or pulling away.

● CORE KINKEEPING

06 · VISION KEEPER

## Holds the long view

Articulates what the family stands for. Builds the structures — charter, council, governance — that protect the values across decades and generations.

● ALSO FAMILY GOVERNANCE

07 · EXPERIENCE BUILDER

## Creates the shared memories

Plans the trips, the adventures, the moments. Builds the stories the family will retell for decades. Makes shared experience the glue.

● CORE KINKEEPING

08 · PRACTICAL SUPPORT

## Keeps the systems running

Handles logistics. Steps up in crisis — illness, loss, hard days. The quiet engine that keeps the household working when life gets heavy.

● ALSO HOUSEHOLD & CAREGIVING

09 · GENERATIONAL BRIDGE

## Connects across generations

Links grandparents to grandchildren. Passes wisdom and tradition forward. Holds the family's continuity across time when the elders begin to fade.

● CORE KINKEEPING

*Healthy families share these roles across many people — not pile them onto one exhausted person.*


# How are you managing and supporting your Kinkeepers?

1. Kinkeepers can and do burn out
2. Kinkeeping is a succession issue
3. Are they recognized and supported in your family?
4. What would be the fall out if your Kinkeeper disappeared from your family?



# Contact Details

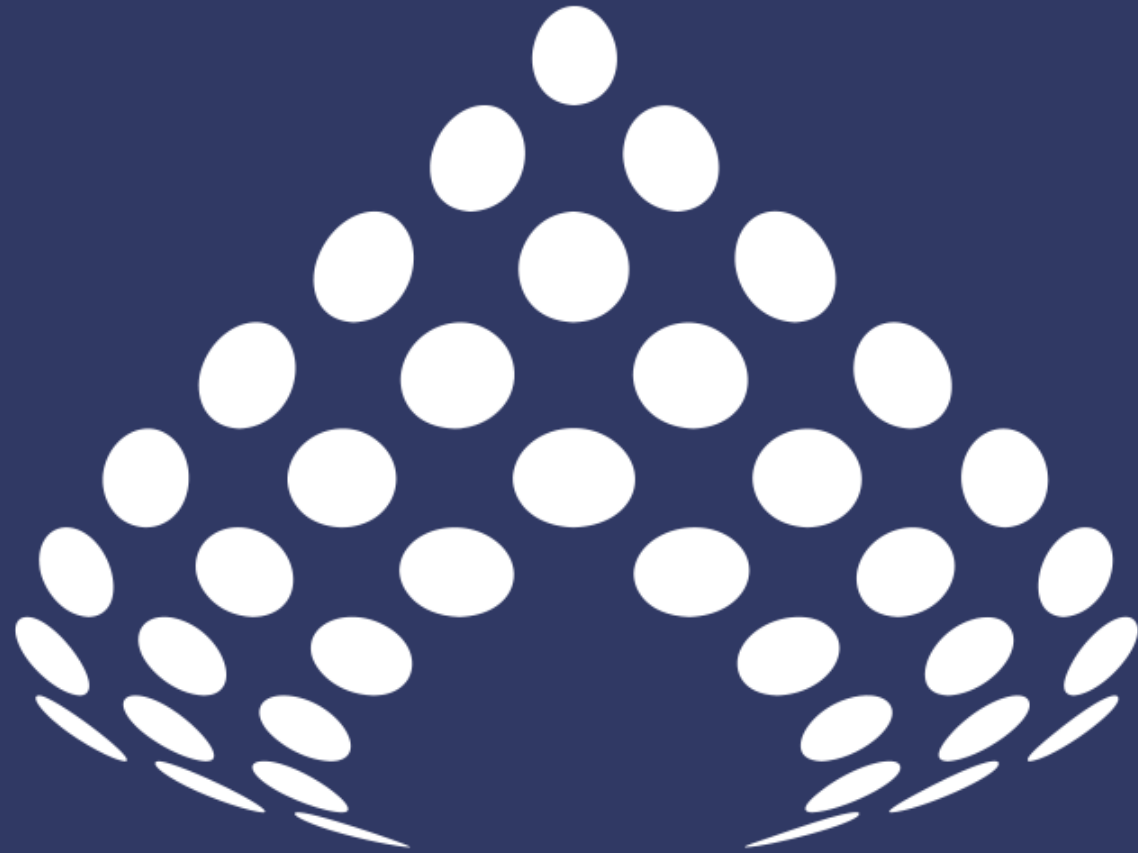
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