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**Introduction:** Family psychodynamic is closely related to psychological well-being of family members and its impairment affects the family as a whole and a boarder social and organizational structure like family based firms. A significant number of studies on family-business were published but little has been reported on the psychodynamic features of family-business.

**Objective:** The objective is to explore the hidden continuity of the classic themes: family psychodynamic and family dynamics firm. The research aims to identify and to describe psychodynamic characteristics of a family group which held a business through the analyses of some important relational dimensions.

**Method:** a qualitative and clinical research approach. Sample: voluntary family members of the organization. Instruments: Structured Organizational Interview (SOI) and a rating scale the Group Organizational Scale (GOS). Both were based on previous family studies in a psychodynamic and systemic view. The broader research was approved by a local Ethics Committee and was founded by FAPESP.

**Results:** The most affected transactional dimensions were communication, conflicts, cohesion, roles, and the quality of leadership within the family organizational group impairing managerial practices. Moreover, important relationship between the family psychodynamic style and the family dynamics firm were found. It also pointed to the validity of the SOI and GOS.

**Conclusion:** The interview showed a rich material for psychodynamic analysis of family firms. Its rating scale can be included into other future research. This study has major implications for family-business members to understand their own role in their mental health and in the success of a firm.