



**PARALLEL PAPERS III**  
**SATURDAY 8<sup>th</sup> JULY 1100-1215**  
**ROOM I - 7.0.01**

**Gry Osnes & Liv Hök:**

*Genera and Incubation of New Ventures in Family Ownership: A System-Psychoanalytic and Transitional Perspective*

The paper presentation explores family ownership and how the owning family incubates new 'idea-dreams' and ventures. We will focus on *genera and incubation* (Bollas, 2011). The family unit enables a creative and unconscious function. We suggest a framework that explores drives as something other than being a compensatory need, or originating in the repressed unconscious. Three cases from a research project (based in Sweden, the USA and China) will be described. A framework different from a focus on pathology and conflict is suggested. We propose that drive for family ownership, the family attachment being the medium, leads to idea-dreams and venture(s). This becomes an innovative lived experience of individual and group

unconsciousness. Further; it is a process with the use of legacy, genera and incubation.

**Ventures and idea-dreams**

We use Bollas and his writing about the wisdom of the dream and its incubation in the psychoanalytic process (Bollas, 2011, p.p. 249) to family ownership. We suggest: "In family ownership, the family is a seeker of idea-dreams and ventures. The family unit is a medium that becomes a ritual preparation for their incubation. An idea-dream arrives. Members of the family bring ideas into spaces for dialogue and creation– the process and others are guardians."

**Genera**

Building on such a context for Bollas' writing we suggest, through the exploration of three cases, that legacy as individual memory and family narratives make parts of genera available for the incubation process. Internal and external narratives and representations were active and a part of the lived experience of anxiety (US), pain

(Sweden) and a sense of loss or being lost (China). In this sense they are not repressed but unconscious. Further, they were a critical drives for new ventures.

**The medium and incubation**

We will focus on the family unit and its systems of ownership. In our cases we found; new internal ventures (Sweden), serial entrepreneurship (US) and cluster ownership (China). Each new venture is an expression of genera while also expanding it. Genera can stay unconscious but be a part of the lived experience through the incubation process.

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