

HSBC Private Bank Charles de Bournet Entrepreneur: Transcript

	(MUSIC)
00:00:00:02 - 00:00:02:23	Always people tell me, "So what does it feel? It's seven generations."
00:00:03:00 - 00:00:06:00	And you're like, "Well, the only thing you're thinking of
00:00:06:02 - 00:00:07:18	is not being the last generation."
00:00:09:21 - 00:00:12:04	Charles de Bournet Marnier Lapostolle.
00:00:12:06 - 00:00:15:05	I'm the CEO and President of Domaines Bournet-Lapostolle.
00:00:17:06 - 00:00:20:00	What is exciting to be part of a family business
00:00:20:02 - 00:00:22:03	and going through the generations
00:00:22:05 - 00:00:26:10	is that you're part of something greater than yourself.
00:00:26:12 - 00:00:27:24	And it's very humbling.
00:00:28:01 - 00:00:30:19	You are only as good as the previous generations.
00:00:30:21 - 00:00:32:13	And what you're doing right now
00:00:32:15 - 00:00:35:22	is harvesting the fruit of the efforts that were done before you,
00:00:35:24 - 00:00:41:03	but also setting the foundations for the future successors.
00:00:42:19 - 00:00:46:20	I didn't feel any pressure. It's a bit the opposite.
00:00:46:22 - 00:00:50:14	They'll tell you not to have any pressure to join,
00:00:50:16 - 00:00:53:03	that you should do whatever you feel you want to do in life.
00:00:53:05 - 00:00:56:10	And it creates the opposite feelings that you want to be part of it, saying,
00:00:56:12 - 00:00:59:08	"No, but it's my family. It's my name, it's my product. I see it everywhere."
00:00:59:10 - 00:01:02:07	So I really wanted to take it to the next level.
00:01:03:06 - 00:01:07:06	I think how I will involve my children into the family business

HSBC Private Bank Charles de Bournet Entrepreneur: Transcript

00:01:07:08 - 00:01:08:08	is really up to them.
00:01:08:10 - 00:01:12:01	And they won't have any pressure to join, but if they do,
00:01:12:03 - 00:01:13:06	they will have to understand
00:01:13:08 - 00:01:15:24	that with great powers come great responsibilities.