Today's topics
- Introductions
- Advantages and disadvantages of family business
- Goals for students
- Quick review—designed to create open interaction
- Concepts/ our tools
- Family business
- Family, business, and owner systems
- Family capital
- Agenda
- **Thecasesolutions.com**

Your Peer Network
Business Introduction
- Name and location of your business
- Product or service
- Generations in business
- Age range of next-generation family members

Individuals Introduction
- Name
- Role
- Years with business

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Proteolix: A "Me-Too" Success

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Competitive Advantages Poza
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Resource based view—unique combination of resources that cannot be duplicated provide a competitive advantage Owner/manager overlap, company size = speed to market
- Concentrated ownership = productivity, long-term commitment, investment in people & innovation
- Focus on customers & market niches = high returns on investment
- Protecting family reputation = quality product/service & high returns on investment
- Family-owner-management interaction, unity, and commitment = consistent values, patient capital, low administration costs, and skills/ knowledge transfer.

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Today's topics

- Introductions
- Advantages and disadvantages of family business
- Quiz for students
- Goals families, summary of student goals
- Ground rules—designed to create open interaction
- Conceptual tools
- Family business
- Family, business, and owner systems
- Family capital
- Agent

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Your Peer Network

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Confer with peers

List advantages of family business

List disadvantages of family business

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Competitive Advantages Po

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- Protecting family reputation = quality product/service & high returns on investment
- Family owner management interaction

Quiz

Students take quiz while we discuss

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Your goals for the class . . .

- We identified student goals last class.
- Before I show you theirs, write yours.

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Student goals

- Unity—family on same page
- Family involvement
- Succession
- Identify and overcome family roadblocks
- Cultivate open communication
- How I can help
- Avoid problems other FBs have had

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