

**Today's topics**

- Advantages and disadvantages of family businesses
- What are family businesses?
- Ownership structure, history of different goals
- How do family businesses differ from other types of businesses?
- Family business
- Family business and estate planning
- Family capital
- Agenda

**Your Peer Network**

Business Introduction  
 Family size (number of your business)  
 Product/service  
 Family history (years in business)  
 Age range of first generation family members  
 Multiple generations  
 Roles  
 Years in business

**Under what goals**

Business Introduction  
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 Years in business

**Advantages of Family Business**

Core Concepts  
<https://www.fbcna.com>

**Competitive Advantages Poza**

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.

**What is capital for...**

Human Capital  
 Financial Capital  
 Social Capital  
 Intellectual Capital  
 Cultural Capital  
 Emotional Capital  
 Relational Capital  
 Reputational Capital  
 Knowledge Capital  
 Leadership Capital  
 Innovation Capital  
 Resilience Capital  
 Adaptability Capital  
 Creativity Capital  
 Problem Solving Capital  
 Decision Making Capital  
 Communication Capital  
 Conflict Resolution Capital  
 Negotiation Capital  
 Teamwork Capital  
 Collaboration Capital  
 Empathy Capital  
 Compassion Capital  
 Kindness Capital  
 Generosity Capital  
 Gratitude Capital  
 Optimism Capital  
 Positivity Capital  
 Resilience Capital  
 Adaptability Capital  
 Creativity Capital  
 Problem Solving Capital  
 Decision Making Capital  
 Communication Capital  
 Conflict Resolution Capital  
 Negotiation Capital  
 Teamwork Capital  
 Collaboration Capital  
 Empathy Capital  
 Compassion Capital  
 Kindness Capital  
 Generosity Capital  
 Gratitude Capital  
 Optimism Capital  
 Positivity Capital

**Your goal for the future...**

Business Introduction  
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**Business goal**

Business Introduction  
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**What factors are your strengths?**

Business Introduction  
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**Next Social Challenge**

Business Introduction  
 Family size (number of your business)  
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**Business Model**

Business Introduction  
 Family size (number of your business)  
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**Business Model**

Business Introduction  
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**Goal: Our 100th Anniversary**

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 Family size (number of your business)  
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**Goal: Our 100th Anniversary**

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**Family First**

Business Introduction  
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 Years in business

**Business First**

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 Years in business

**Owner First**

Business Introduction  
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 Years in business

**Next Social Challenge**

Business Introduction  
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**Business Model**

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**Family priority first**

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**Change for growth**

Business Introduction  
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**Next third year Business Model**

Business Introduction  
 Family size (number of your business)  
 Product/service  
 Family history (years in business)  
 Age range of first generation family members  
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 Roles  
 Years in business

**Next business**

Business Introduction  
 Family size (number of your business)  
 Product/service  
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 Age range of first generation family members  
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 Years in business

**Next Social Challenge**

Business Introduction  
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**What did you learn your lesson?**

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**Next Social Challenge**

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**Next Social Challenge**

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**A Planning Tool**

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**What is your goal?**

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**Next Social Challenge & Success**

Business Introduction  
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**Next Social Challenge & Success**

Business Introduction  
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**Strategies**

Business Introduction  
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**Next Social Challenge**

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**Goals for Family Enterprise**

Business Introduction  
 Family size (number of your business)  
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 Years in business

**Several goals of FCE**

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**Next Social Challenge**

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**Next Social Challenge**

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# **Advantages of Family Business**

**Core Concepts**

**[Thecasesolution.com](http://Thecasesolution.com)**

# 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**



# 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





# **Confer with peers**

**List advantages of family business**

**List disadvantages of family business**



# Competitive Advantages Po

**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**



# Quiz

Students take quiz while we discuss



# **Your goals for the class . . .**

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