

Welcome to the **FAMILY BUSINESS ALLIANCE'S** **NowGen Peer Group on Succession**

Of all the businesses that want to pass their family-owned business down to the next generation, only 30% make it through the 2nd Generation. This survival rate decreases to 12% through the 3rd Generation. And if you make it through the 4th Generation and beyond, your business is in the lucky 3%!†

Family business isn't easy. The Family Business Alliance (FBA) understands that. The NowGen Peer Group is a peer group that helps Presidents and CEOs navigate the turbulent waters that is called "succession".

Learn from and with Presidents and CEOs of family businesses on how to best (for you) pass the business down to the next generation.

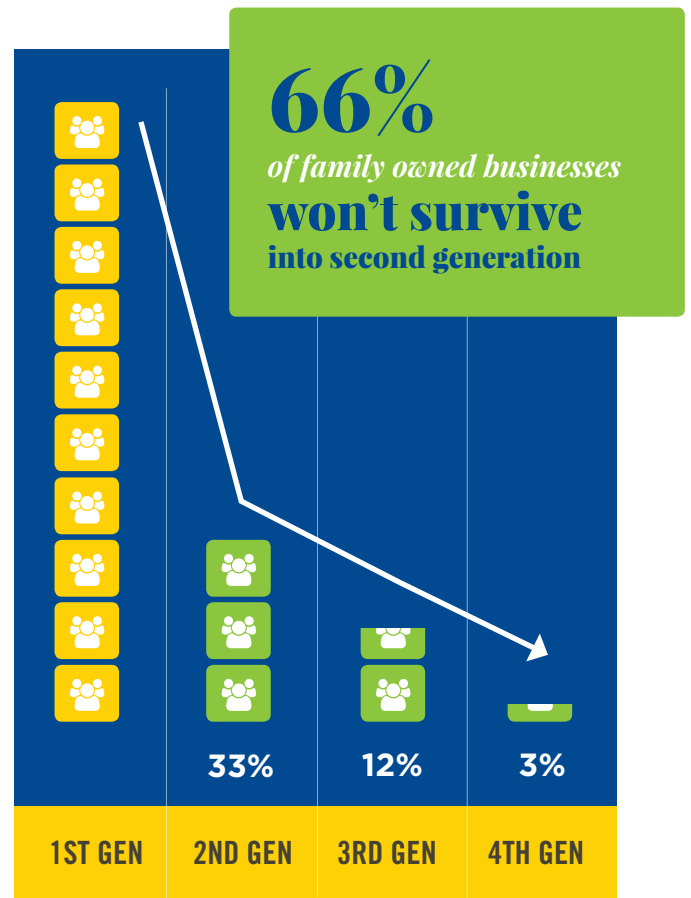
Who should join?

Family business leaders who:

- Work in and are owners of a family business
- Are Presidents and CEOs
- Member of good standing in the FBA
- Wanting to pass the family business down to the next generation
- Have a half-day a month to spend with peers on succession planning for one year
- Want to learn about family business best practices and why they may be right for your company
- Want to share with and learn from peers, and some of the best family business leaders in West Michigan, in a safe, confidential, friendly, and structured setting

Please Note: Networking primarily for lead generation is not a program goal.

†Family Business Institute



Astracan, Ward Study



Program Structure:

Group members will be assigned to groups by the Director of the Family Business Alliance (FBA). A high level of confidentiality is required from everyone involved, including each group member, facilitator and FBA staff.

Commitment and Details:

- Group of 10-14 Presidents and CEOs
- Meet once a month, half-day
- 1 year commitment
- Host at least one meeting
- Facilitated group setting
- Safe, trusted environment—no competitors or suppliers within the group
- Toolkits provided
- There is an annual fee of \$500 with a 6 month guarantee

“The final test of greatness in a CEO is how well he chooses a successor and whether he can step aside and let his successor run the company.”

PETER DRUCKER

TYPICAL MEETING AGENDAS:



Update from each member



Brief tour and description of host's family business (rotates each month)



Presentation by a business leader or outside expert on self-selected topics around governance and/or succession

We have a new group launching soon. Want to learn more?

Contact Ellie Frey Zagel, Director of the Family Business Alliance at ellie@fbagr.org or call 616.771.0573.



FAMILY BUSINESS ALLIANCE

Helping family businesses succeed generation to generation.

Mailing address: 111 Pearl NW, Grand Rapids, MI 49503

Phone: 616.771.0575 Email: FBA@FBAGr.org

www.FBAGr.org