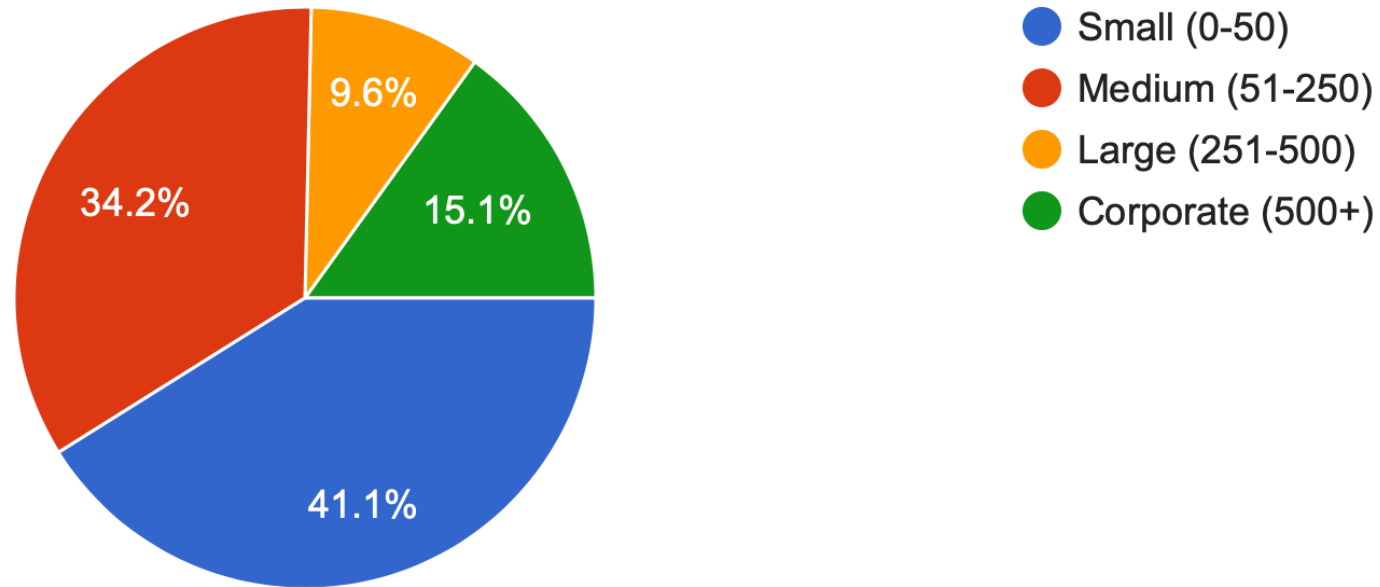




FAMILY BUSINESS ALLIANCE

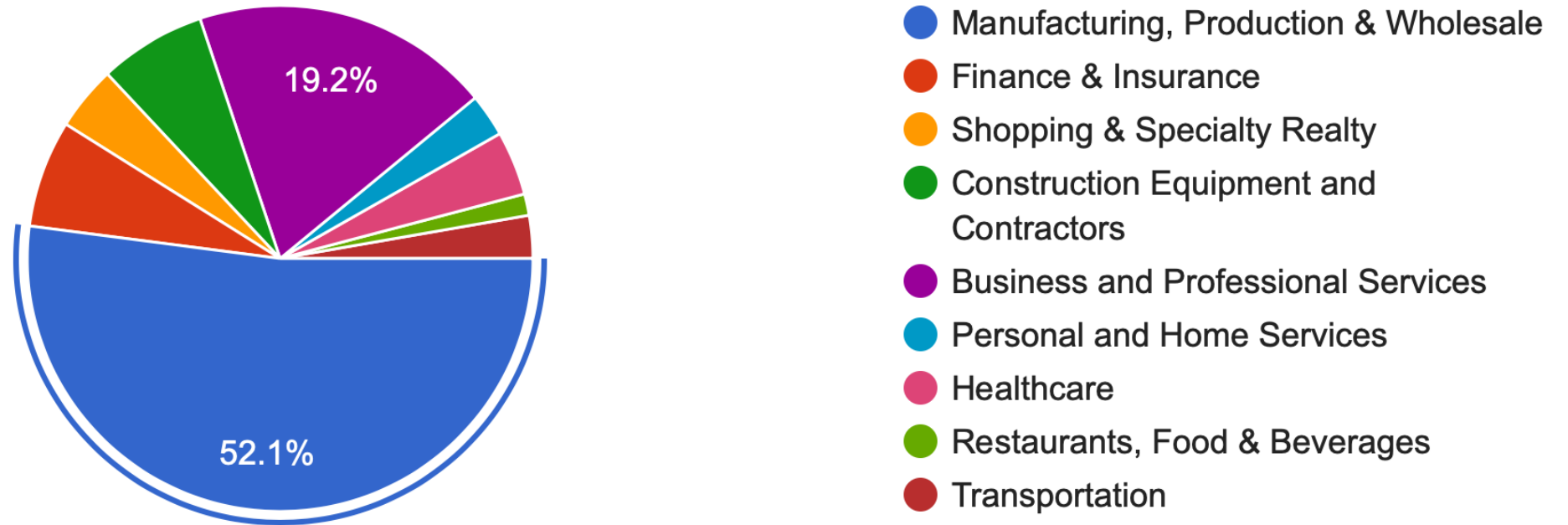
2020 Member Survey

Company Size: Employee Count



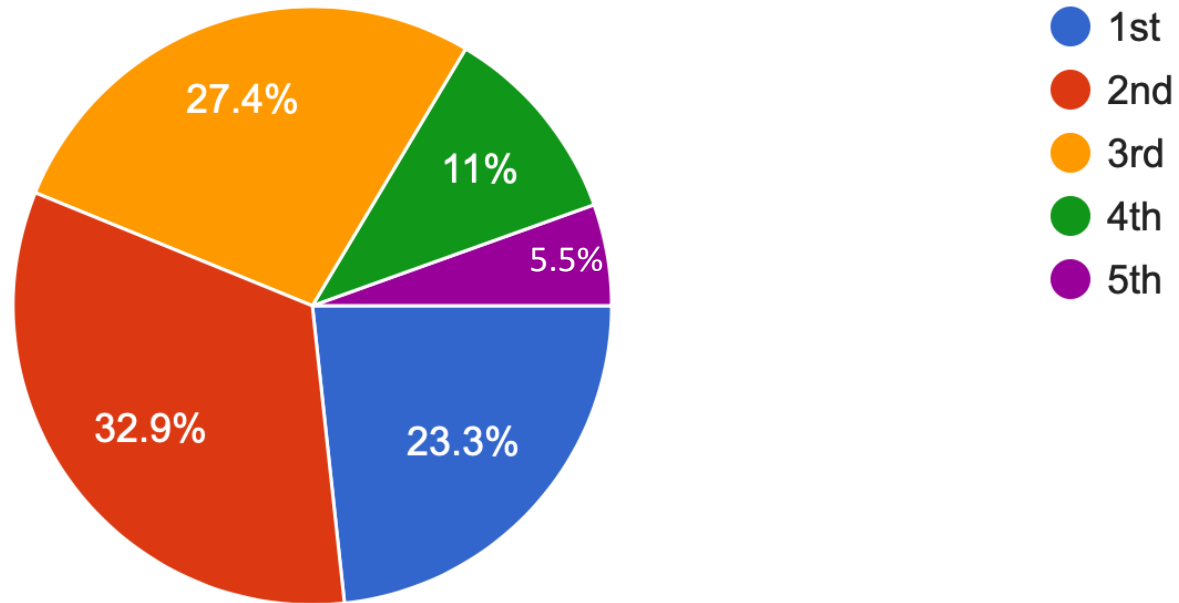
Industry Classification

Please select the industry category that best describes your organization.

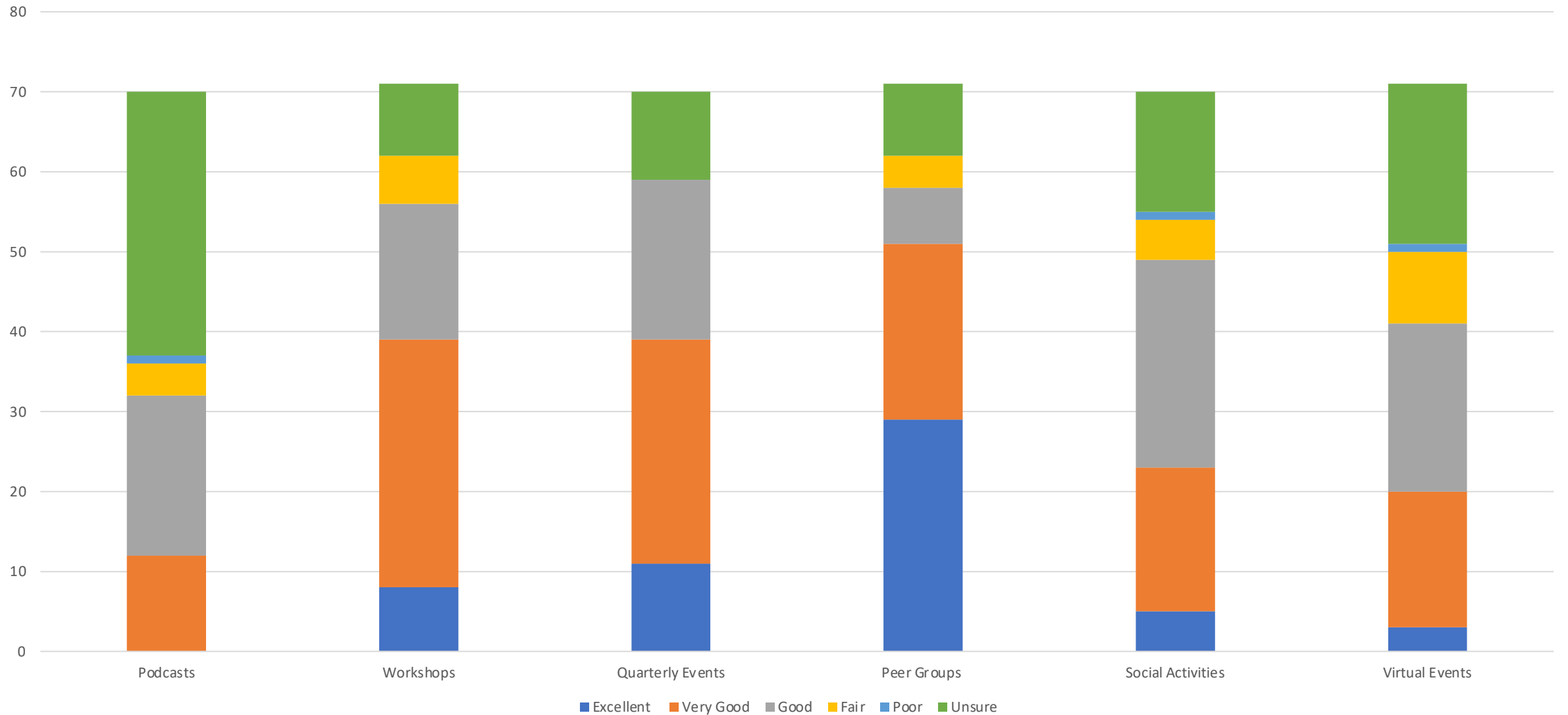


Generation Classification

What generation is your business?

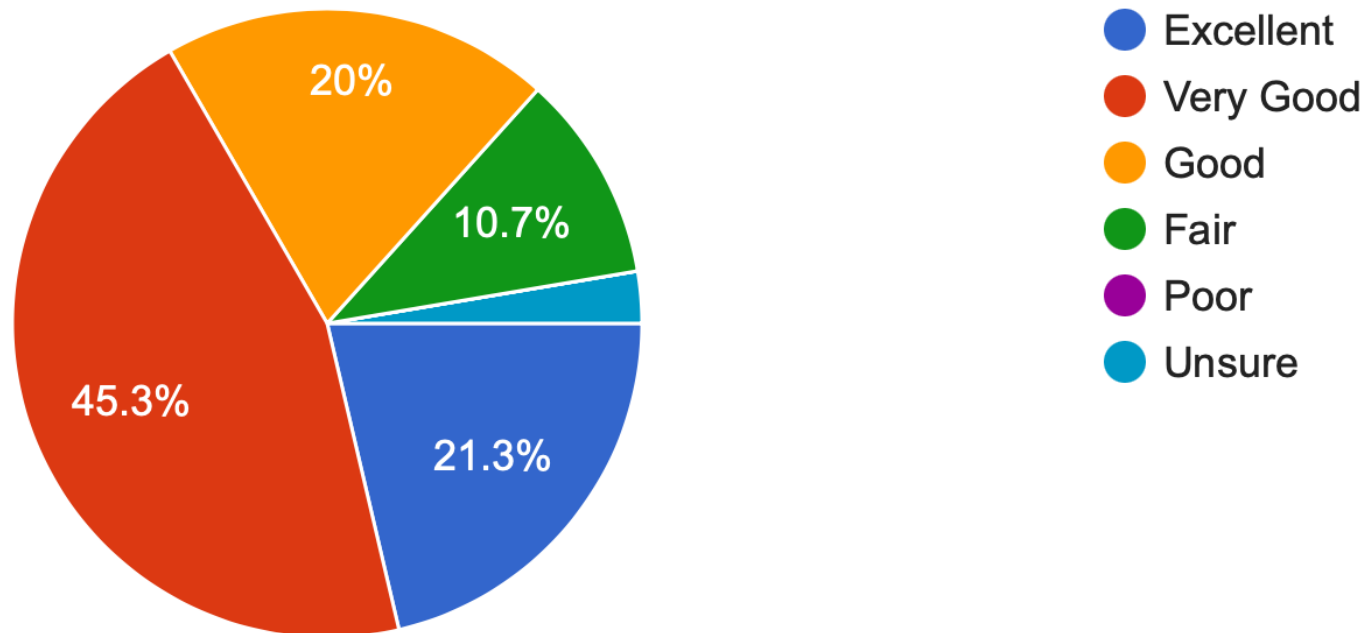


Programming Value



Organizational Value

How would you rate the overall value of your FBA Membership?



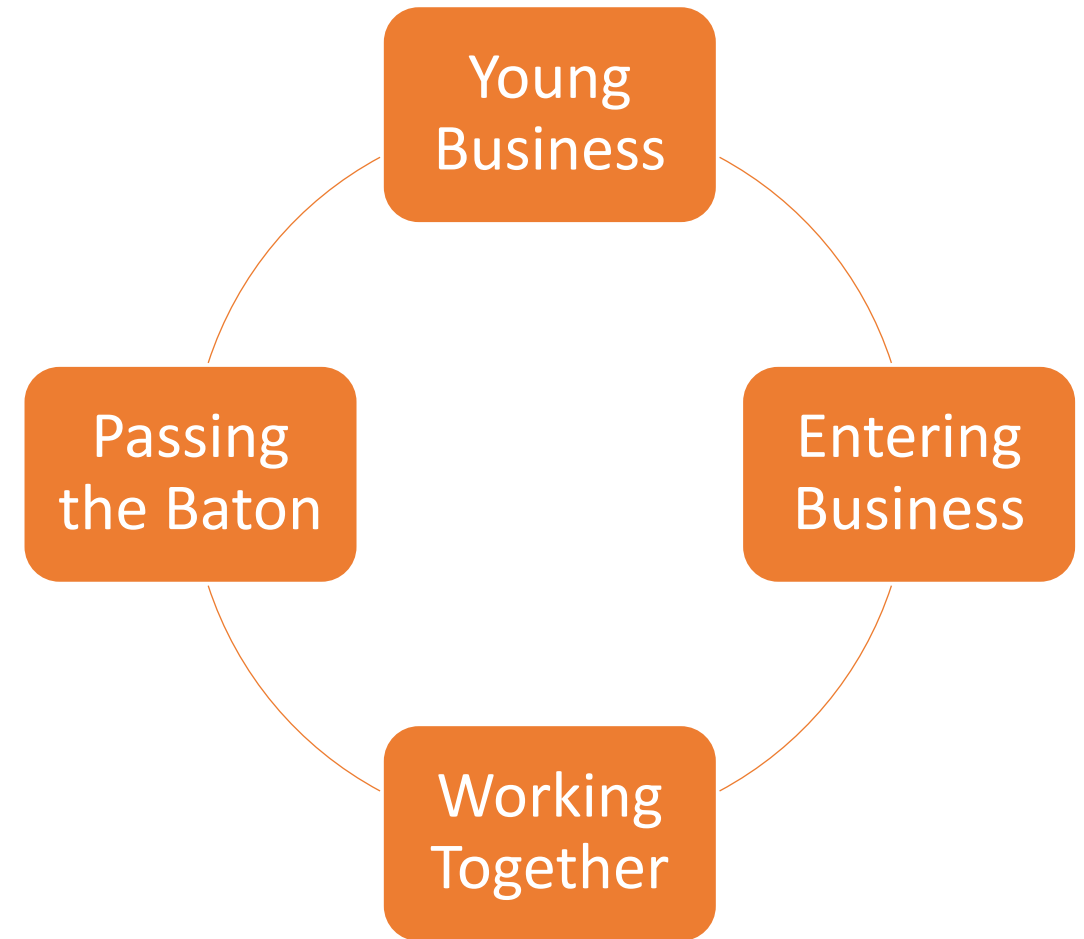
Family Business Life Cycle

The Family Business Life Cycle is extremely fluid and can be defined by three distinct axes:

- Ownership Axis
- Business Axis
- Family Axis

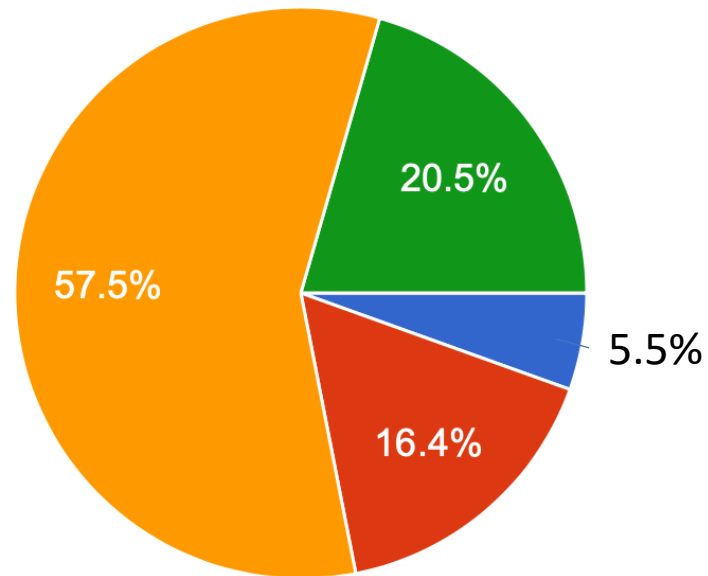
Combined, these axes can be used to identify the current stage of the family business but can also be used to set a direction or charter a course of succession for the family business entity.

Family Axis	Defines the experience level and engagement of family members.
Young Business	Young family business sustaining the primary family and often single-family leadership.
Entering the Business	Introduction of the potential successors to build professional experience and learn the respective industry and operations. Talent, both within the family and outside of it remains an integral part of the organization's success. At this stage, implementing professional human resource, accounting, and key formal processes are vital.
Working Together	Next generation has its own visions and often a strong desire to introduce more strategic thinking. Expansion phase is often linked to the family business' need for restructuring which may include development of board of directors, family governance policies, and family council meetings to create effective management and direction.
Passing the Baton	The family may sell or expand to different markets. Family Business evolves to a Family Office to manage family wealth.



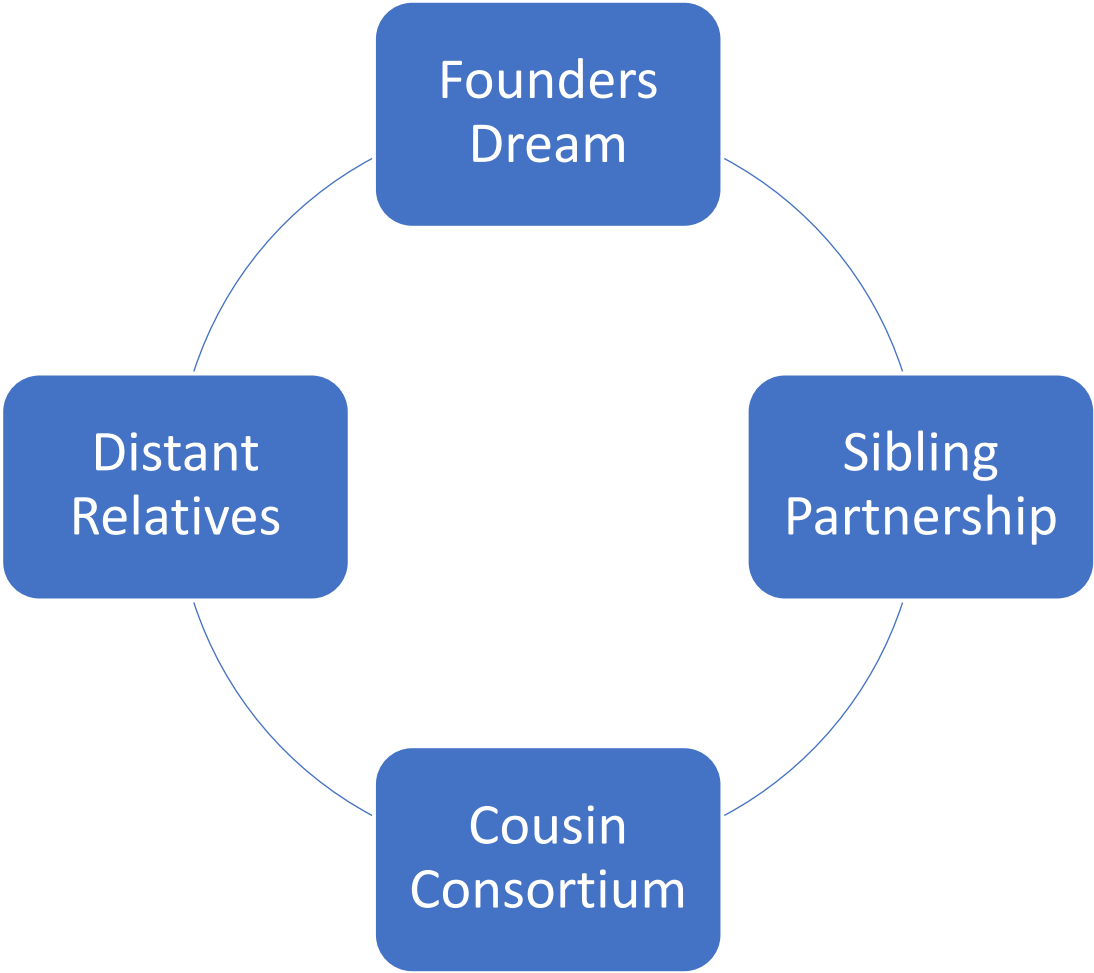
Family Axis

Please select which best describes your family's engagement and experience level in the business?



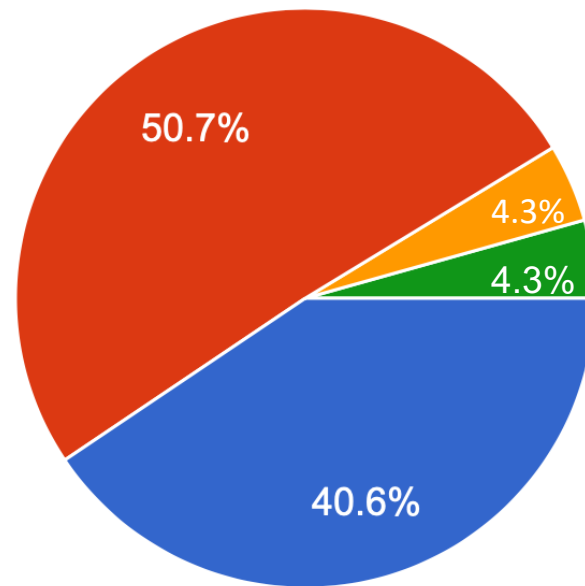
- Young Business – Young family business sustaining a primary family and often single-family leadership.
- Entering the Business – Introduction of potential successors to build professional experience and learn the...
- Working Together – Next generation has its own vision and strong desire to intr...
- Passing the Baton – Family may sell to other family members, investors, or ex...

Ownership Axis	identifies the key stakeholder(s).
Founders Dream	First stage of ownership. Single owner makes all decisions.
Sibling Partnership	Siblings jointly own shares of the business. Leadership maybe singled out to a primary family member.
Cousin Consortium	More mature ownership model that includes extended family through multiple generations.
Distant Relatives	Extension of the initial family circle to include and facilitate family succession.



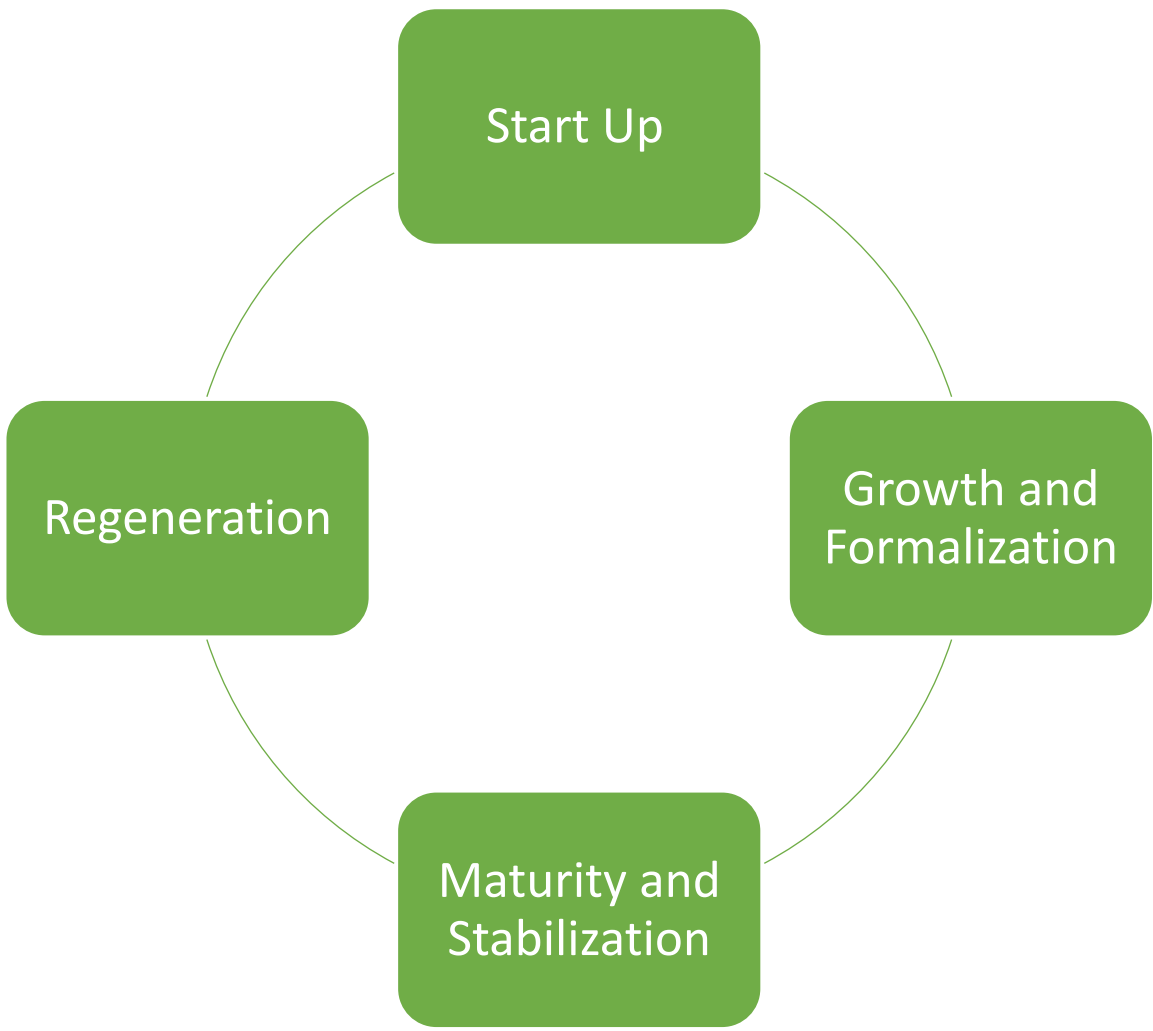
Ownership Axis

Please identify which description best defines your organization's ownership model.



- Founders Dream – First stage of ownership with the single owner making all the decisions.
- Sibling Partnership – Siblings jointly share ownership. Leadership may be singled out to a primary member.
- Cousin Consortium – More mature ownership model that includes extend...
- Distant Relatives – Extension of the original family circle to include and fac...

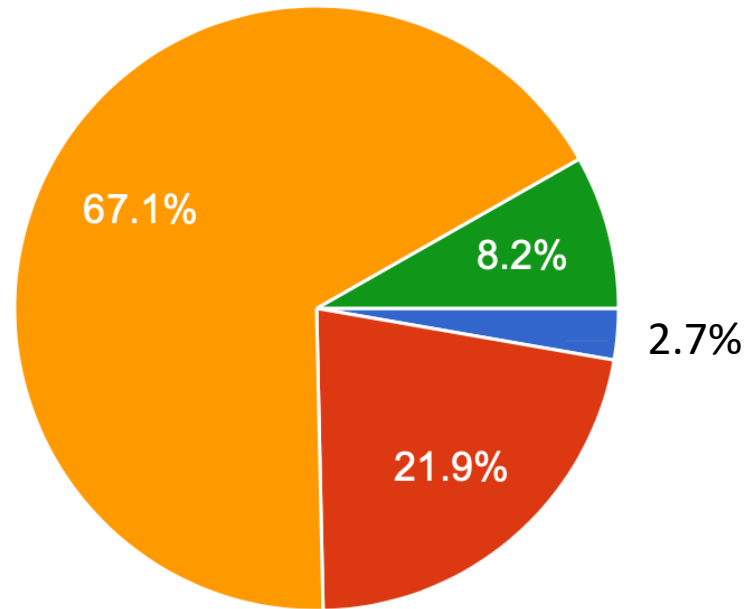
Business Axis	The evolution of the business as it relates to the development of goods and services that are offered to the marketplace.
Start Up	Founded on entrepreneur model and founders' ability to offer a product or service. Looking to preserve gained ground.
Growth and Formalization	New levels of competition as the company leaves the niche market and enters larger more competitive areas. Requires strategic planning and management that may also engage outside professionals and more formal operating processes and procedures.
Maturity and Stabilization	Focus on development of organizational talent and creating a structurally flexible framework to rapidly manage threats or take advantage of opportunities that arise in meaningful ways.
Regeneration	Key stakeholders face a strategic choice between further growth and maturity. If growth or reinvention is not prioritized these businesses have a heightened risk of decline.



Sources: Ivan Lansberg, Succeeding Generations; Thwart Magazine, Family Business Life Cycle; Forbes How to Use the Family Business Life Cycle to Personalize your Family Office.

Business Axis

Please identify which stage best describes your current business.



- Start Up – Founded on an entrepreneur model of offering a product or a service. Looking to preserve gained ground.
- Growth and Formalization – New levels of competition arise as the organization expands from the niche market and e...
- Maturity and Stabilization – Focus on development of organizational talent a...
- Regeneration – Due to market conditions or advances, key stakehold...

Top Business Challenges

