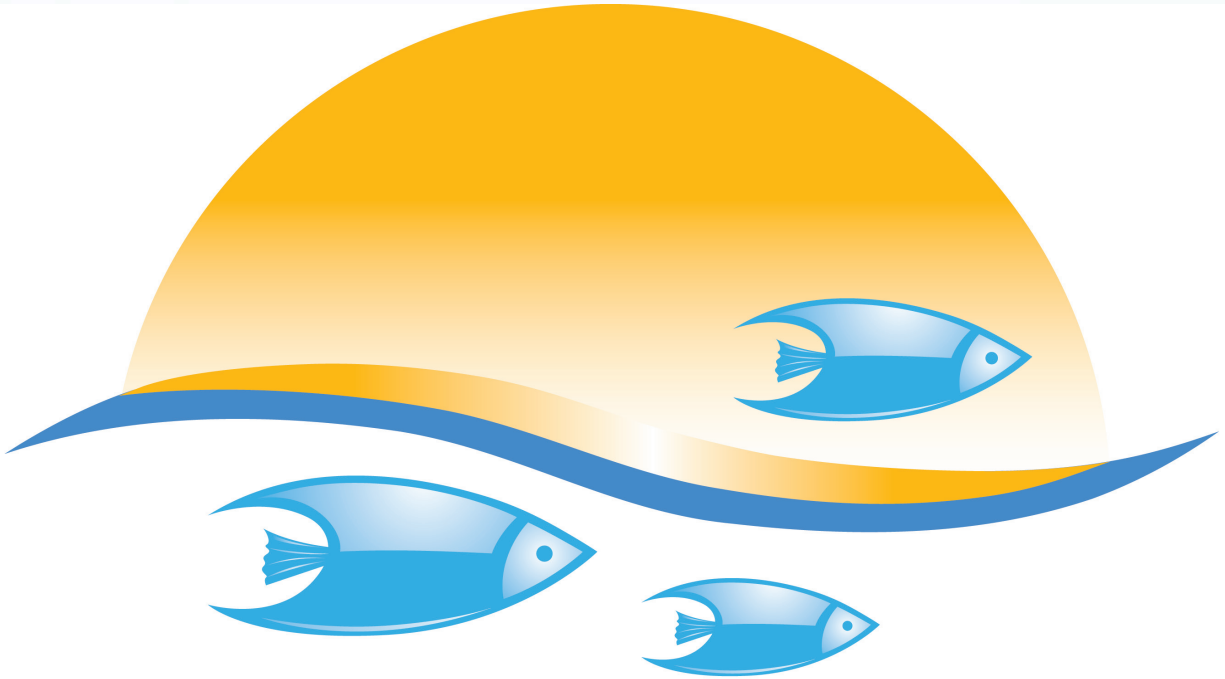


The Network Of Family Businesses

A Key Non-Family Executive in the Family Business



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What Good Non-Family Executives can do for a family business (especially an outsider):

Family Expectations

and

Expectations of Non-Family


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ROLLS
The Taste is Golden

Roles & Responsibilities

- Enhance standards of professionalism
- Help business grow
- Bring in ideas that help the company stay innovative and competitive
- Transfer/Communicate the family values and ideas to other employees
- Mentor next generation
- Help with accountability and having the hard conversation with underperforming legacy employees
- Family peacemaker

Enhancing Standards of Professionalism

- “The family should always run the business?”
- Family Systems and / or Business Systems
- Family first or Business first
- Decision Making
- Formalize Control Systems

Enhance Business Growth

- Strategic Thinking and Planning
- Profitability
- Dividends and Shareholder Value
- Organic vs Acquisition
- Grow pool of Management talent



Develop Competitive Innovation

- Growth creates evolution of business and potential crisis
- Each stage of growth has distinct differences
- Nurturing Creativity



Nurture Family Values and Culture

- Core Values and Management Philosophy
- Family Vision and Business Vision
- Family Enterprise Continuity Plan
- Instilling Values in the Nxt Gen



Mentor & Coach the Next Gen

When should a child have input as a "shareholder"?

"Some day this will be all yours!"

"A job in the family business is a birthright"

Development & Training

- Help with accountability
- The hard conversation with underperforming legacy employees



Family Peacemaker

- Does fair mean equal?
- Jealousy
- How many meetings is enough?
- Are the disagreements based on money and facts or emotions and control?

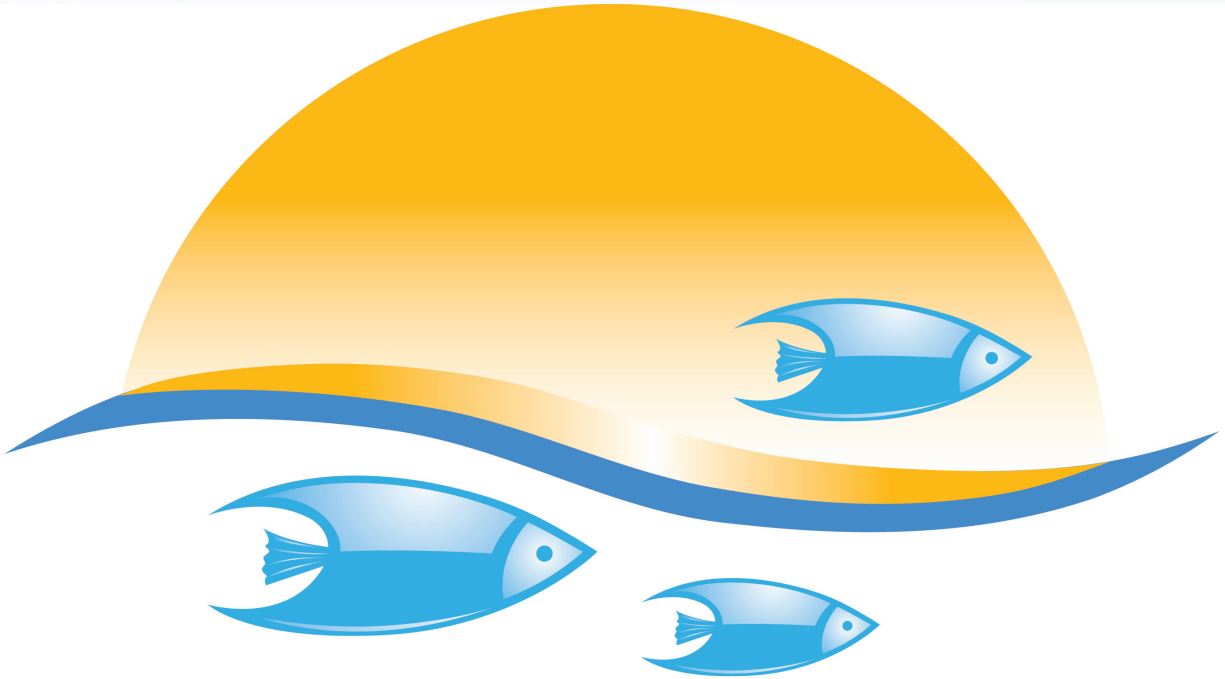

Q&A

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