

HOW TO

## RUN A SUCCESSFUL FAMILY BUSINESS

5 Ways

General estimates have it that over two-thirds of businesses around the world are Family Businesses. Research shows however that only 30% of these businesses survive into the second generation. *How then does one run a successful Family Business?*



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### 1. Build Good Family Business Governance Structures

When Family Businesses have built effective family business structures, stakeholders can effectively participate in coordinated engagements and activities that impact their lives. In order to maintain unity among all stakeholders as well as commitment to the preservation of family history, family governance structures must be well understood by all parties. This allows proper adherence to the laid out governance principles.

### 2. Involve Family Early On

Family Businesses that are intentional about their business survival and sustainability involve family early on. This is done to expose the next generation to the excitement and expectations of the volatile business environment. They do this by building a shadowing program that allows those interested to closely observe and perform tasks of another experienced worker in order to gain valuable insights and practical eye opening experiences.

### 3. Effective Family Succession Planning

Successful Family Businesses are always intentional about their actions. They have a long term mindset and are constantly making plans for the future of the business. Such families create effective succession plans for their businesses. In order to ensure outstanding leadership in the future, they spot talent in workers, both within and outside the family circles and invest in them early on.

Background

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### Embrace Evolution Or Face Dissolution

For Family Businesses to survive and thrive over time, especially multi-generational family enterprises, it is imperative that they adapt to the changing times. Family Businesses and owners, ought to embrace evolution or face perpetual dissolution. This includes adopting new technology and moving away from stale cultural conventions that are gradually losing relevance.




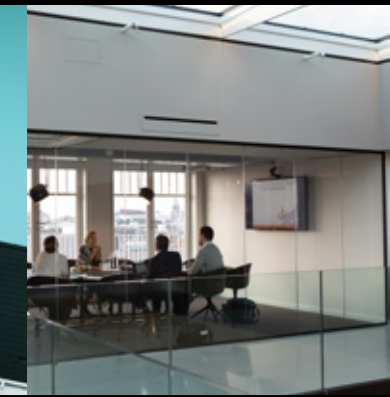





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### Create A Family Work Environment

Redefining customers as family members is essential to the success of Family Businesses. It is imperative to treat non-family employees with the same respect that you do family members when it comes to recruiting staff, managers, and advisers. For instance, company events must be planned to involve all employees. Everyone should feel that their voices have been heard during staff meetings.

# The Family Office Africa

The Family Office Africa, operates as a multi-family office. It is a resource for Ultra High Net Worth Individuals (UHNWI's), Family Businesses, Business Families and C-suite Executives. We offer support with *Business Succession Planning, Wealth Transfer Advice, Estate Planning Advice, Trust Services, Leadership, Governance, Strategic Solutions and Legal*. The firm assists its valued clients thrive through innovation, to ensure continuity and sustainability in a world characterized by constant evolution and unyielding competition.

Business Succession Planning	Wealth Transfer Advice	Estate Planning Advice	Trust Services
			
Leadership	Governance	Strategic Solutions	Legal
			
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