Objective:

Businesses which engage in a rigorous process of strategic planning make more money and are more sustainable than those which do not. Each company and individual will leave this three-day workshop with a very detailed business plan outline. They will think through EVERY ASPECT OF THEIR BUSINESSES – sales, marketing, HR, operations, finance, communications, etc. – and produce written, actionable plans for making their businesses more efficient, better places to live and work, more communicative, and qualitatively better.

Who should apply?

Family and closely held business owner/operators. (Ideally two key decision-makers within the company)

Everyone in attendance will leave with:

- A clearer understanding of why most family businesses fail at the point of intergenerational transfer
- The eight building blocks for creating a SUSTAINABLE business irrespective of industry or economic conditions
- A radically expanded mental picture – based on their own unique entrepreneurial experiences – of what they can accomplish PLUS an action plan to support that growth
- VISION, MISSION and VALUES STATEMENTS for their companies
- A better understanding of where their time goes
- A detailed analysis of their strengths, weaknesses, opportunities and threats drilled down into all their business functions
- An understanding of how their employees contribute to the company’s success – and how some other employees hold them back
- An understanding of their Unique Selling Propositions and what the “ideal customer” looks like
- Tools and tips for better managing their business families

$6000 per company

* Attendees will also receive a richly detailed, colour 3-ring binder filled with information, business best practices, and exercises all designed to help family and closely held business owners get more out of the good things in life they seek and less of the things they wish to avoid
Wayne Rivers is the co-founder and President of The Family Business Institute, Inc. He has authored three books on the subject of business families: The Top Nine Reasons Family Businesses Fail – And the Eight Building Blocks for Creating a SUSTAINABLE Closely Held Business, Prescriptions For a Healthy Family Business, and You Don’t Have To Die To Win – Success and Succession For Family Businesses. Wayne has appeared on CNN, MSNBC, the CNBC special “American Family Business,” “BusinessWeek: WEEKEND” and on the Retirement Living Network. He is also one of the founding members of the new Asian Institute for Family Business (www.aifb.in)


Wayne is a member of the Closely Held Business Committee of The Associated General Contractors of America. He has also recently completed The Family Firm Institute Certificate in Family Business Advising Program; this program benefits both family business advisors and their clients by establishing knowledge standards for better serving family-owned enterprises.

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