

THE FAMILY ENTERPRISE INITIATIVE



The Ultimate Game Plan for Building
Generational Wealth, Leadership and
Legacy

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The Family Enterprise Initiative:

The Ultimate Game Plan for Building Generational Wealth, Leadership and Legacy

For centuries, Families have built businesses to provide security, opportunity, and prosperity for future generations. From the ancient merchant clans of the Mediterranean and the artisan dynasties of Asia, to the industrial-era titans and today's global entrepreneurs, Families have turned business into a lasting legacy. But history also shows us that wealth alone is no guarantee of continuity. Without clarity, preparation, and shared vision, even the most successful Families can unravel within just a few generations. Those who have endured have built something more than just a Family Business. They have built a lasting legacy, by building a Family Enterprise.

The Family Enterprise Initiative

That's where the Family Enterprise Initiative comes in. It offers a modern game plan for legacy-minded Families who want to go beyond business success and create a multi-generational framework for flourishing. Designed for Families that value not just financial outcomes, but also purpose, unity, and leadership, this initiative helps transform a Family Business into a comprehensive Family Enterprise.

A Family Business is the starting point. It generates capital, nurtures leadership, and creates opportunity. But left unstructured, it can also generate conflict, misalignment, and missed transitions. The Family Enterprise Initiative helps Families move from reactive succession to proactive design. It asks: What kind of Family do we want to be? What legacy are we trying to build? And what must we put in place to ensure that legacy endures?

An Ecosystem

At its heart, a Family Enterprise is an intentional ecosystem. It includes the Family Business, but also encompasses investments, real estate, philanthropic endeavors, shared experiences, education programs, governance structures, and more. It is a living system rooted in shared values and fueled by aligned decision-making. It empowers Families to develop their human, financial, intellectual, and social capital in harmony.

The Family

The Families that thrive across multiple generations recognize that true wealth is more than money. It is the ability to make decisions

together, to raise capable and confident successors, to build structures that support both autonomy and unity, and to sustain meaningful relationships even as complexity grows. They build institutions—not just businesses—and use governance as a source of clarity, not control.

The Ten Forms of Family Capital

One of the most powerful elements of the Family Enterprise Initiative is the recognition of the Ten Forms of Family Capital. These include Business Capital (the operating company), Financial Capital (investments and liquidity), Human Capital (the well-being and leadership capabilities of family members), Intellectual Capital (education and knowledge), Social Capital (community contribution), Adventure Capital (real-world learning and exploration), Fun Capital (family bonding and joy), Expansion Capital (entrepreneurial ventures), Physical Capital (real estate and shared assets) and Generational Capital (succession and legacy planning). Together, these represent the full portfolio of a Family's legacy.

Most Families naturally emphasize financial and business capital because they're tangible. But Families who broaden their lens to build up all ten forms of capital experience greater resilience and continuity. They invest in education for the next generation, create shared experiences that build identity, establish stewardship structures for real estate, and fund philanthropic and entrepreneurial efforts. Each of these dimensions reinforces the others, creating a balanced and enduring Family Enterprise.

We Intend To Avoid These Trainwrecks:



That Derail Profitable Growth

No Profit Strategy. Our leadership team doesn't effectively deal with business innovation roadblocks.

No Pioneer Mindset. A "fear of change" mindset is overtaken by today's massive Business Model disruptions.

Declining Business Model. Our Business Model misfires, declines or fails.

Poor Company Culture. Poor Company culture deflates our team performance and customer loyalty.

No Strategic Thinking. External forces (competitors, insurgents, economy, technology, government) start to beat us.

Business Static. Business expansion opportunities start to be lost or ignored.

That Derail Wealth Protection

Business Not Protected. Business disputes and litigation losses deplete our business resources.

Ownership Not Protected. Company ownership is not correctly controlled or funded with the right buy-sell-hold options.

Continuity Not Protected. Avoidable co-owner disputes crush us.

Team Not Protected. Leadership team members leave to find better opportunities elsewhere.

Stability Not Protected. Company hits the skids if CEO/President is lost unexpectedly by illness, accident or death.

Wealth Not Protected. Personal risk exposures deplete our personal resources.

That Derail Lifestyle Continuity

No Lifestyle Continuity. Inadequate Estate Plan controls damage our Company and deplete Family wealth.

Bloodline Failure. Bloodline wealth opportunities wasted.

Family Ownership Misallocated. Wrong Family members become Company owners or receive control.

Family Disputes. Business and estate disputes damage our Family.

Family Ownership Not Controlled. Wrong Family members remain Company owners or remain in control.

Estate Taxes. Estate tax hit.

That Derail Personal Freedom

Business Value Insufficient. Insufficient cash-in-pocket to meet our business and personal needs or objectives.

No Capable Successor. Wrong successor, no successor, or great successor leaves (to go help our competitor).

Not Always Ready. Company not always in prime condition to be operated, transferred or sold.

Income Taxes. Income tax hit.

No Viable Internal Transfer. No effective inside route succession or exit.

No Viable External Sale. No effective outside route exit.

"Why Do So Many Families & Family Businesses Fail?"

Family Business Leaders face 3 mindset bias traps, which Neuroscientists have named:

- **"Optimism Bias":** When we falsely believe our chance of experiencing a positive outcome is higher or a negative event is lower, than it actually is (i.e. "Bad things won't happen to me; these only happen to others").
- **"Confirmation Bias":** The tendency to search for, interpret and recall information in a way that supports what we already believe.
- **"Illusion of Control Bias":** The tendency to overestimate how much control you have over the outcome of uncontrollable events.

The Family Enterprise Initiative is designed to help avoid these traps.

The Family Enterprise Initiative:

The Ultimate Game Plan for Building Generational Wealth, Leadership and Legacy

Your Leadership Team

To bring this vision to life, Families must create intentional structures. That includes establishing a Family Enterprise Council—a representative group of Family members that guides strategy, upholds the Family's shared values, and oversees long-term planning.

The Council works in coordination with an active, informed Board of Directors and Profit Strategy Team for the business, and a Trusted Advisor Team consisting of legal, financial, and strategic advisors who align their services with the Family's goals.

The Council becomes the heartbeat of the Family Enterprise. It organizes annual family retreats, coordinates leadership development programs, oversees philanthropic initiatives, and ensures communication across branches and generations. It also maintains key documents such as the Family Enterprise Charter, the Family Enterprise Estate Plans, and policies related to employment, compensation, ownership, and family involvement.

Philanthropy is also woven into the structure, not as an afterthought but as a core component. Families create Legacy Impact Foundations that support causes aligned with their values and offer younger generations a chance to lead. These activities not only do good but also deepen identity and connection.

The Family Benefits

The benefits of the Family Enterprise Initiative are profound. Families report stronger relationships, clearer communication, better-prepared successors, more aligned advisors, and greater satisfaction across generations. Conflict is reduced, transitions are smoother, and the Family's reputation is preserved. Perhaps most importantly, rising generations are empowered with a sense of purpose and belonging—not merely expected to inherit wealth, but invited to steward it wisely.

Designing Your Framework

This approach is not about controlling the future. It's about designing a framework that can adapt to change, embrace innovation, and reflect

the evolving needs of the Family. It replaces silence with dialogue, entitlement with engagement, and uncertainty with vision.

Your Trusted Advisors — such as your Family Enterprise Attorney, Private Wealth Advisor and CPA — play a critical role in supporting your Family Enterprise Initiative. By aligning their services around the Family's strategic framework, they help coordinate critical planning, mitigate risk, and provide continuity across transitions. Your Trusted Advisors are encouraged to become collaborative architects of the Family's long-term success.

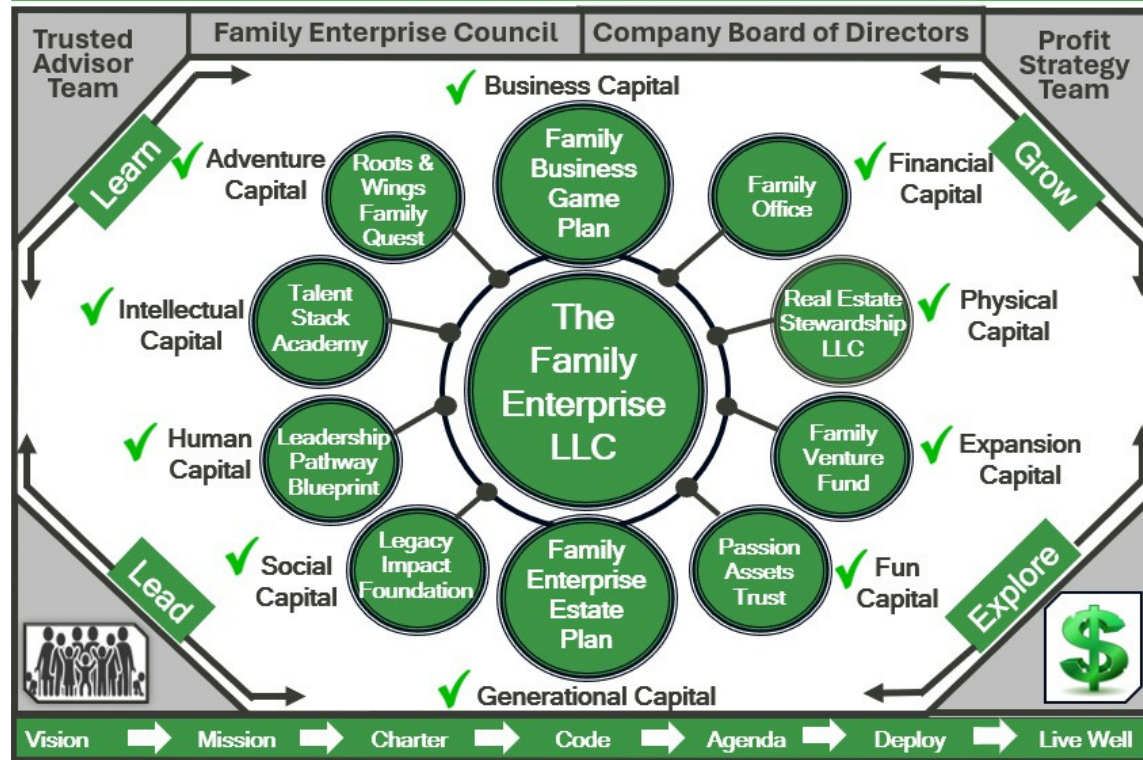
Are You A “Family Enterprise Family”?

Are we the perfect Family for this? We see this question this way. All Families have issues. Most admit this. Some don't. A Family Enterprise Family is a Family with imperfect parents and imperfect children (and spouses) who absolutely won't quit and who refuse to give up on each other. Ever!!!

If that describes your Family, aim high. Aim to establish an incredible Family Enterprise.

The Family Enterprise Game Plan

- Running the “Business of the Family” -



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Your Own Path

Importantly, the Family Enterprise Initiative encourages Family members to build their own path within the system. Through platforms like the Talent Stack Academy, Family members can pursue personal development, skill-building, and career exploration. Programs such as the Family Venture Fund offer startup capital for entrepreneurial pursuits. Real estate is stewarded through vehicles like the Real Estate Stewardship LLC, while legacy properties are preserved for future generations through Passion Asset Trusts.

A Movement

The Family Enterprise Initiative is more than a model—it's a movement. It honors the entrepreneurial spirit that built the first generation's success, while equipping future generations with the mindset, tools, and institutions they need to thrive. It becomes the Ultimate Game Plan for Families who are ready to think bigger, plan deeper, and lead together.

Family Enterprise Families do not leave the future to chance. They design it—one conversation, one structure, one generation at a time.

To design and deploy your personal Family Enterprise Game Plan and commit to building something that will last far beyond tomorrow, please reach out to us and let's begin your next chapter together.

FAMILY BUSINESS LEADERS

Results Not Wanted



Results Wanted



Results Achieved By

Your Family
Enterprise Game
Plan

Your Family
Business Game
Plan

What Is The Financial + Personal Cost of Being Too Late or Out of Time?

What Is The Financial + Personal Value of Each Great Play Deployed In Time?

Inspired By Excellence. Committed To Your Success.

When we work with Family Business Leaders, we ask about your story and the story of your Family Business. We get to see the heart and soul of America's Family entrepreneurs, that is, America's new breed of Family Business Pioneers.

We get to see your passion and your excellence. We get to see the grit and determination which drive you. We get to see the love and respect you have for your colleagues and for those you serve. In short, we get to see the pioneer spirit which drives you and your team. Just as it has driven me and our team.

For over 60 years we have been working with our nation's food companies, restaurants, farmers and ranchers to feed people better. We have been working with contractors and companies to build better and more affordable homes and new business facilities.

We have been working with technology companies to develop new ideas that improve lives. We have been working with inventors, startup companies and health care providers to develop patented medical devices, leadership teams and joint ventures that save lives. We have been working with energy companies to help fuel our homes and the businesses we all rely on.

We have been working with bankers, key partners, manufacturers,

distributors, retailers and transportation companies to finance, produce and deliver better products and services to communities around the world. We have been working with Family Business Pioneers and their other Trusted Advisors to transform, grow, carry on and transition the Family Business Dream, the backbone of our great country.

We have been working with our community leaders to improve our cities and our schools. We have been working with our elected leaders to improve the business climate to create and attract new and better jobs for Families.

For over 60 years, this has been the McGrath North Law Firm.

Working quietly behind the scenes closely with the talented leaders of great organizations around the world to make lives better.

Working together. Working stronger. Working faster. Working better. Overcoming Roadblocks. Avoiding Train Wrecks.

Inspired by Excellence. Committed to your Success.

Our diverse team isn't waiting for the future. We are helping to produce new, incredible, sustainable results right now.

We invite you to join us as we move quickly ahead towards the next 60 years.



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Membership Experience with:
Vistage International Family Business Network
Family Business Advisors Alliance
Family Firm Institute CEO
Space International Business
Enterprise Institute Exit
Planning Institute

Maxwell Leadership
Strategyzer AG
Secret Knock
Harvard Virtuous Leadership

Our Vision (Ultimate Goal)

That every Family and Family Business we serve will build a lasting Family Enterprise of generational wealth, leadership, and legacy.

Our Culture & Code of Conduct

- Tenacity—We never give up on Families.
- Respect—We honor both tradition and innovation.
- Trust—We earn and safeguard trust in every relationship.
- Enthusiasm—We bring energy and optimism to every challenge.
- Courage—We face difficult issues with clarity and resolve.
- Generosity - We offer our best ideas and efforts.
- Compassion—We remember that Family is always at the heart.

Our Mission (Why, What and How)

We "look into the future" with Family Business Leaders and your Trusted Advisors to discover, decide and deploy what's missing and still needed for you, your family, and your colleagues to achieve the full greatness of the Family Business Dream.

Our Mission Mindset

- "Begin with the end in mind."
- "Start with simple. Only add what's needed."
- "Go for great. Don't wait for perfect."
- "All plans are firm...until changed."