

THE FAMILY ENTERPRISE
INITIATIVE SERIES

THE FAMILY ENTERPRISE QUICK START BLUEPRINT



Your Starting Point

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OUR STORY AND OUR BEGINNING

Our Family and Business

Our Family Enterprise begins with the people, experiences and business we have already built. A few notes can capture the story we bring to this Blueprint.

Our family name

Family generations involved

Our company or companies

What our business does

Year founded or acquired

Home community and business locations

Key family members, owners and business leaders

Our story

How we began, important turning points and what makes our family and business distinctive.

A few words about our journey

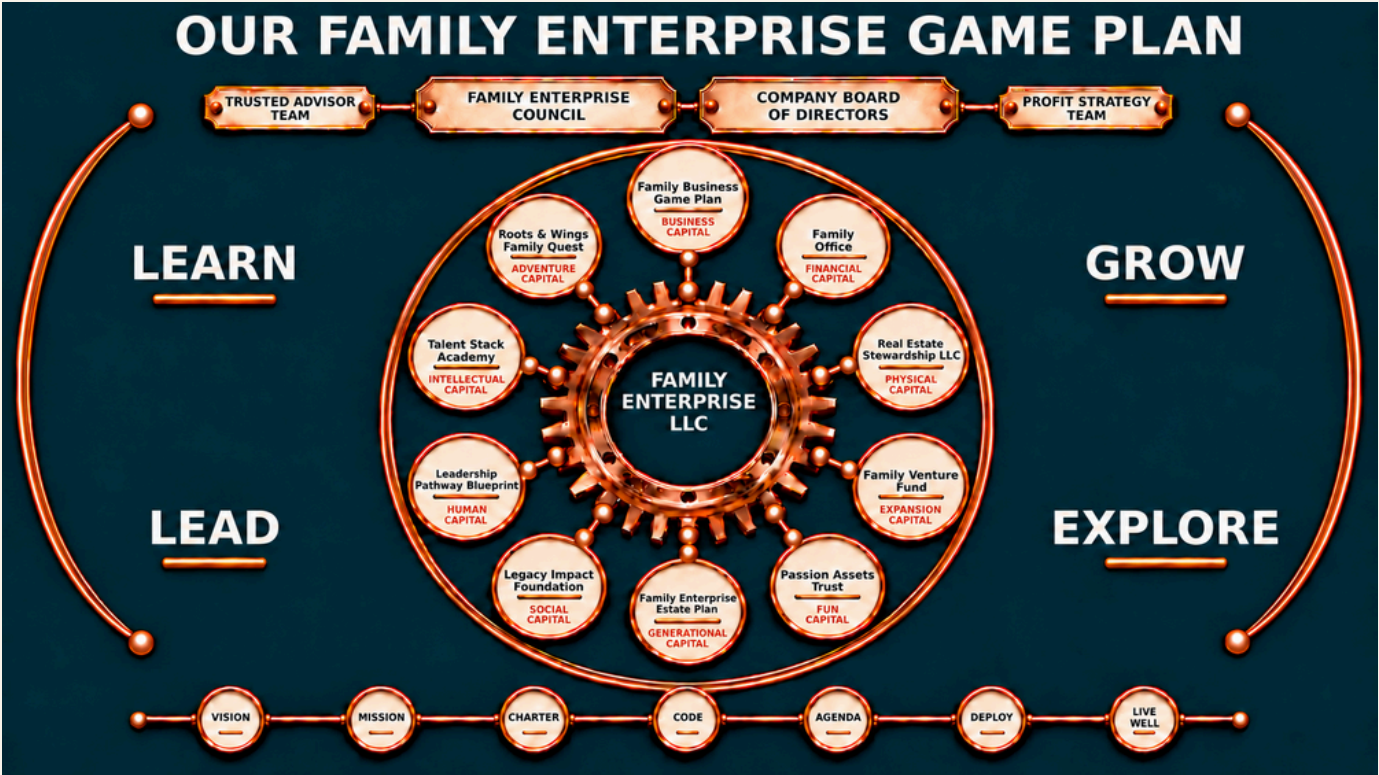
What we are proud of and want to carry forward

DESIGNING OUR FAMILY ENTERPRISE

The Family Enterprise Quick Start Blueprint

Recognize what we already have. Connect what matters.
Choose what comes next.

Our business, properties, investments, family experiences and advisors may already form much of our Family Enterprise. This Blueprint brings them into one picture and gives us a place to express what we want to strengthen or add.



Our Family

Date

Prepared by

BEGIN HERE

A first picture of our Family Enterprise

Start with familiar things. A component may already exist under another name or through an informal arrangement.

A few notes are enough to begin

Begin with the areas that matter most to us. Record what exists today, including arrangements we have not yet connected. Then name what we aspire to add or improve. Family members can begin individually and compare their perspectives in a shared conversation.

What we already have across our Family and Family Business

What we would like our Family Enterprise to make possible

Whose perspectives should we include

Four themes guide the whole picture

LEARN

Build knowledge and perspective.

GROW

Strengthen resources and stewardship.

LEAD

Develop leaders and a lasting legacy.

EXPLORE

Pursue ventures and shared interests.

THE CENTER HUB

Family Enterprise LLC

The center hub connects our Family's enterprise interests and the decisions that hold the whole plan together.



One coordinated Family Enterprise

We may already have a holding company, ownership arrangements or a way of coordinating Family assets. We can begin by mapping those relationships and deciding how our business, other assets and Family objectives fit together.

Just like our Family Business is in a legal entity (normally a corporation or limited liability company) our LLC is usually created as the central legal entity for a Family Enterprise.

The LLC name identifies a possible central structure. Completing this Blueprint provides a framework for forming a new or revised entity. The right structure follows our objectives and professional advice.

What we already have

What we aspire to add or improve

What needs to connect more clearly

OUR GOVERNANCE

Our Family Enterprise Teams

We may already have the people and conversations. We can make their purposes and responsibilities clearer.

GOVERNANCE AND COORDINATION



Family Enterprise Council

The Chair or “Champion”:

This is a Family forum for shared purpose, communication and enterprise priorities. Consider Family meetings, participation across generations and how we address differences.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain

GOVERNANCE AND COORDINATION



Company Board of Directors

The Chair or “Champion”:

This provides strategic oversight of the Family Business and accountability for its leadership. Consider our current Board, performance reviews and leadership succession.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

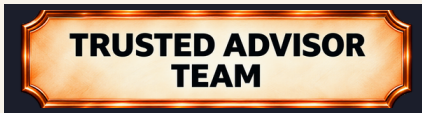
☐ Add or explore

☐ Maintain

OUR GOVERNANCE

Our Family Enterprise Teams

We may already have the people and conversations. We can make their purposes and responsibilities clearer.



GOVERNANCE AND COORDINATION

Trusted Advisor Team

This is our team of specialists which coordinate their advice around the same Family objectives. Consider our Corporate Attorney, Family Enterprise Attorney, CPA, Financial Advisors and other specialists, and how they communicate.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain



GOVERNANCE AND COORDINATION

Profit Strategy Team

This is a focused team which improves our Business Model strategy and operating performance and the resources the business produces.

Consider pricing, margins, cash flow and productivity, and who guides these improvements.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain

OUR TEN CAPITALS

Our existing and future components

Use the names as prompts. An existing asset, activity or arrangement may already serve the same purpose.



BUSINESS CAPITAL

Family Business Game Plan

A clear plan for how our Family Business succeeds and supports our wider Family Enterprise. Consider business strategy, ownership priorities and succession or exit objectives.

What we already have

What we aspire to add or improve

Our interest now

☐

Strengthen

☐

Add or explore

☐

Maintain



FINANCIAL CAPITAL

Family Office

This provides coordination of our financial resources, tax reporting and administration. Consider investments, liquidity, financial records and who oversees the whole picture.

What we already have

What we aspire to add or improve

Our interest now

☐

Strengthen

☐

Add or explore

☐

Maintain

OUR TEN CAPITALS

Our existing and future components

Use the names as prompts. An existing asset, activity or arrangement may already serve the same purpose.



PHYSICAL CAPITAL

Real Estate Stewardship LLC

This is purposeful ownership, use and care of our real estate.
Consider business property, farms, rentals, maintenance and future ownership.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain


EXPANSION CAPITAL

Family Venture Fund

This is a disciplined way to explore and support selected new ventures.
Consider new business ideas, investment criteria and opportunities for family entrepreneurs.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain

OUR TEN CAPITALS

Our existing and future components

Use the names as prompts. An existing asset, activity or arrangement may already serve the same purpose.



FUN CAPITAL

Passion Assets Trust

This represents stewardship of assets our Family enjoys and wants to sustain.
Consider a lake home, collections or recreational property, and expectations for use and costs.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain


GENERATIONAL CAPITAL

Family Enterprise Estate Plan

This is the plan for transfers of ownership and wealth that supports our Family, Family Business and Family Enterprise objectives. This is more than a regular Estate Plan.

Consider existing wills, trusts, beneficiary arrangements and future liquidity needs.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain

OUR TEN CAPITALS

Our existing and future components

Use the names as prompts. An existing asset, activity or arrangement may already serve the same purpose.



SOCIAL CAPITAL

Legacy Impact Foundation

This represents our shared approach to charitable giving and the impact we want to make. Consider current giving, volunteer service and family involvement. A foundation is one possible vehicle.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain



HUMAN CAPITAL

Leadership Pathway Blueprint

This is intentional preparation for earned responsibility and future leadership for our Family members - whether inside or outside the Family Business.

Consider mentoring, outside experience and readiness for family, owner and business roles.

What we already have

What we aspire to add or improve

Our interest now

☐ Strengthen

☐ Add or explore

☐ Maintain

OUR TEN CAPITALS

Our existing and future components

Use the names as prompts. An existing asset, activity or arrangement may already serve the same purpose.



INTELLECTUAL CAPITAL

Talent Stack Academy

This represents the creation of our own type of “academy” for learning that develops each Family member’s knowledge and useful capabilities.

Consider education, practical skills and opportunities to share what we know.

What we already have

What we aspire to add or improve

Our interest now

☐

Strengthen

☐

Add or explore

☐

Maintain



ADVENTURE CAPITAL

Roots & Wings Family Quest

Let’s develop and share with our Family the experiences that connect our heritage along with broader perspectives and independence.

Consider family stories, traditions, travel and experiences both in and beyond the Family Business.

What we already have

What we aspire to add or improve

Our interest now

☐

Strengthen

☐

Add or explore

☐

Maintain

THE SEVEN STEPS

Creating our shared Game Plan

Our current practices count. These steps bring what exists and what we envision into one coordinated plan.



01 Vision

The future we want our Family Enterprise to make possible.

What we already have

What we aspire to add or improve



02 Mission

Our shared purpose and why we are building this Family Enterprise.

What we already have

What we aspire to add or improve



03 Charter

Our agreement on roles, participation and decision authority.

What we already have

What we aspire to add or improve



04 Code

The values and expectations that guide how we treat each other.

What we already have

What we aspire to add or improve

THE SEVEN STEPS

Putting our Game Plan into practice

The plan becomes useful through priorities, shared responsibility and regular renewal.



05 Agenda

Our priorities and the action map for moving forward.

What we already have

What we aspire to add or improve



06 Deploy

Putting the plan into action with clear responsibility and follow-through.

What we already have

What we aspire to add or improve



07 Live Well

Enjoying what we build while renewing the plan as our Family changes.

What we already have

What we aspire to add or improve

Live Well is an ongoing step. We use our Family Enterprise for the life and legacy we intend, then revisit our priorities as circumstances and generations change.

OUR FIRST ACTIONS

A starting plan we can use

Choose a few priorities from the preceding pages. Small, coordinated steps can begin the larger plan.

The most important opportunity we see

The existing pieces we most want to connect

Our next three actions

1 Action

Who will take the next step

By when

2 Action

Who will take the next step

By when

3 Action

Who will take the next step

By when

Our next family or advisor conversation

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."