

## Driving Continuity Research: Cultivating Motivation in Family Enterprises

*“Successful family firms tend to take a long-term view . . . stay in ownership control to do things their way and focus on persistent improvement.” – John Ward*

Why do certain family businesses endure? It is age-old question worth asking from a new approach. Family enterprises generate roughly half of Canada’s private-sector GDP. They are vital to our nation’s prosperity and to economic stability globally. Despite their importance as pillars of stability, family-owned businesses often find themselves under threat.

Internally, family enterprises have long sought to reconcile the unpredictability of **business**, with the responsibility of **ownership**, and challenges that emotional dynamics exert on **family** members. This fundamental combination, which defines enterprising families, has yielded mixed results for centuries. Today’s pandemic economy, meanwhile, has added even more complexity and uncertainty.

**“Driving Continuity” research will uncover the long-term intentions of family business NxG owners with a view to reshaping Family Enterprise Foundation’s offering. We need your support.**

**Family Enterprise Foundation** will join forces with [Abacus Data](#) in a definitive survey to discover, rationalize and convey the business continuity intentions of Canadian business families as they relate to their individual and collective goals, and the impact these will have on ownership, operations, wealth and entrepreneurship for generations to come. Sampling cross-sections of industry, business type and cohort, the survey will extract opinion and provide analysis from 300 unique family-owned companies across Canada.

**“Driving Continuity”** will uncover all-new intergenerational intelligence and measure:

- The **readiness** of the next generation to take over the family business
- How the current generation perceives **interest levels** and capabilities of next gens
- Whether leaders see their businesses as gainful **career opportunities** for next gens
- What opportunities exist for next gens now and long term if a **transition** is planned
- Intentions and **aspirations** of existing leaders to recruit rising family members
- How family business structures **allow or prevent** opportunities for family or others
- Types of **entry requirements** for family members to enter the business

### Impact of Funding

You can play a stewardship role by supporting our research aimed at improving our education programs, and in turn the longevity of all family enterprises. Your support will help us:

- Anticipate the **needs and intentions** of the rising generation in family businesses
- **Shield our member family enterprises** from internal and external threats
- Adapt our flagship **Family Compass** course to tomorrow’s family businesses

**Expected Development Cost to Complete the project: \$100,000**

### Donor Recognition and Naming Opportunities

Family Enterprise Foundation welcomes the opportunity to extend **donor recognition through naming rights** of its assets to those individuals, corporations, foundations, or organizations whose generous support make the establishment or enhancements of FEF programs aimed at supporting family enterprises possible.

This unique research is in development. Help us get over the finish line. Please contact us [olivier@familyenterprise.ca](mailto:olivier@familyenterprise.ca) to learn more about this vital area of support and how you can make an impact.