

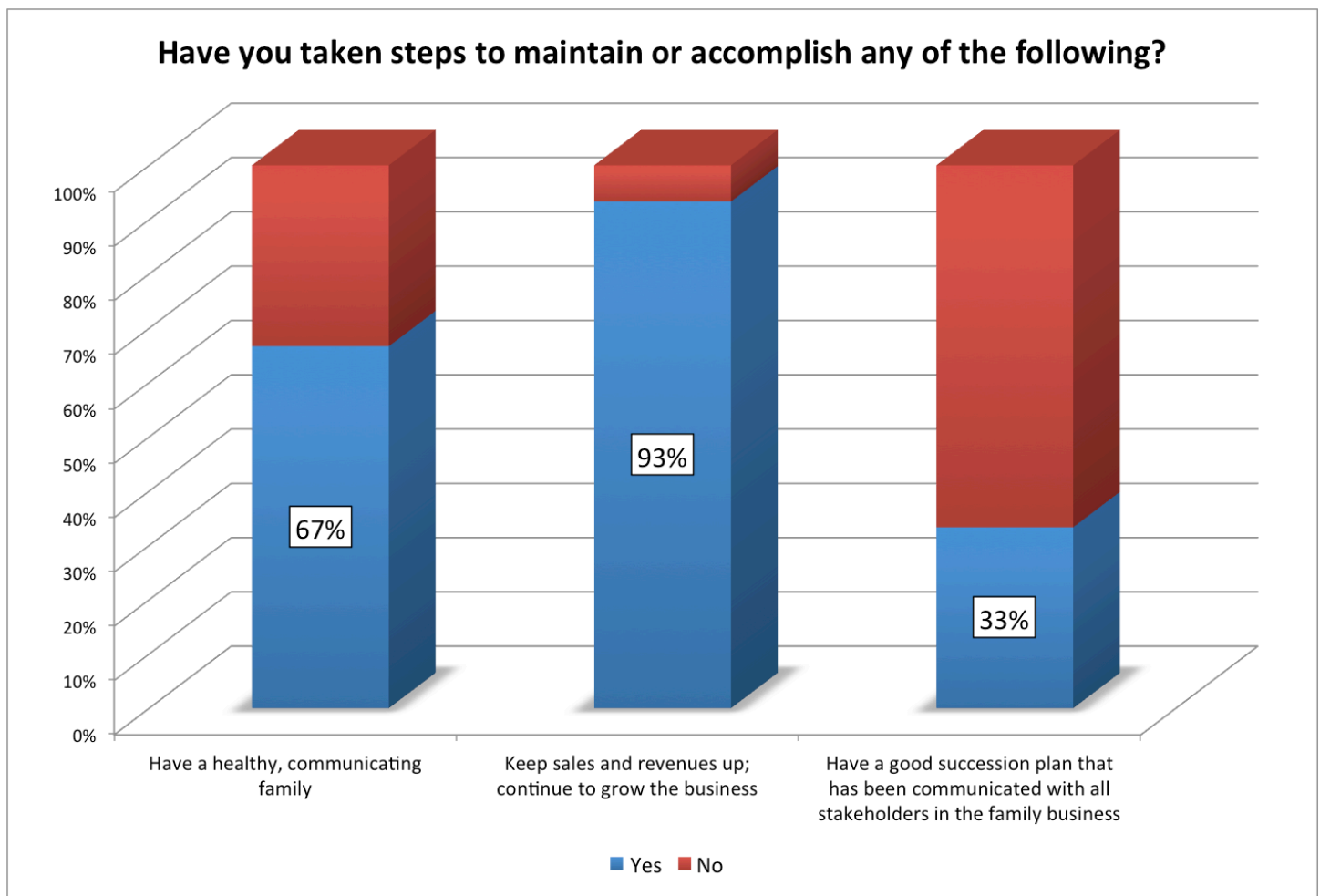
February 2019 Question of the Month Results

All of our respondents reported that they thought that each of the following goals is important:

- 1) Having a healthy, communicating family;
- 2) Keeping sales and revenues up, continuing to grow the business; and
- 3) Having a good succession plan that has been communicated with all stakeholders in the family business.

However, taking pointed steps to accomplish those goals was sometimes lacking (see results chart below).

According to John Ward¹, being successful as a family business takes two “deceptively simple things. First, you must keep the business strong enough and healthy enough to last into the next generation...Second, you must continue a healthy family into the next generation.”



Click [here](#) to participate in the new **March** question of the month!
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¹ John L. Ward. (2004). "Perpetuating the Family Business: 50 Lessons Learned from Long Lasting, Successful Families in Business".