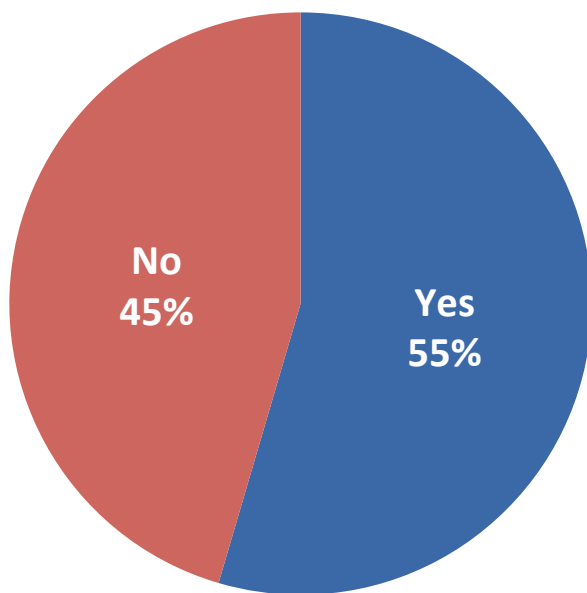


John Ward speaks of having sense of purpose for family businesses in his book *Perpetuating the Family Business*. He says, "Families need to understand that they are willing to struggle through the debates on policies, why they are willing to sacrifice so much to make the business successful, and what it is that forges their commitment to its long-term continuity."

Does your family business have a sense of purpose?



Below are some senses of purpose, shared by some family businesses:

"To guide my fb to sustain through the generations."

"Our purpose is to grow corn and soybeans sustainably so that we can support the next generation."

"To help others understand horses, hogs, Boer goats and prepare them to be successful owners of animals."

"Continuing the family, legacy, building for the next generation."

"We believe in growing people. The senior qualified technicians have a lot of skills and experience to pass onto the next generation! Training and educating is essential for the future of our youth, tomorrow's adults! Job creation is very important!"

"To continue the third generation farming legacy, originally established by our Grandfather/Father, and transition into a productive and successful agricultural future."

Click [here](#) to participate in the new **July** question of the month!
Don't miss out on PIFB's next newsletter – [SUBSCRIBE HERE!](#)