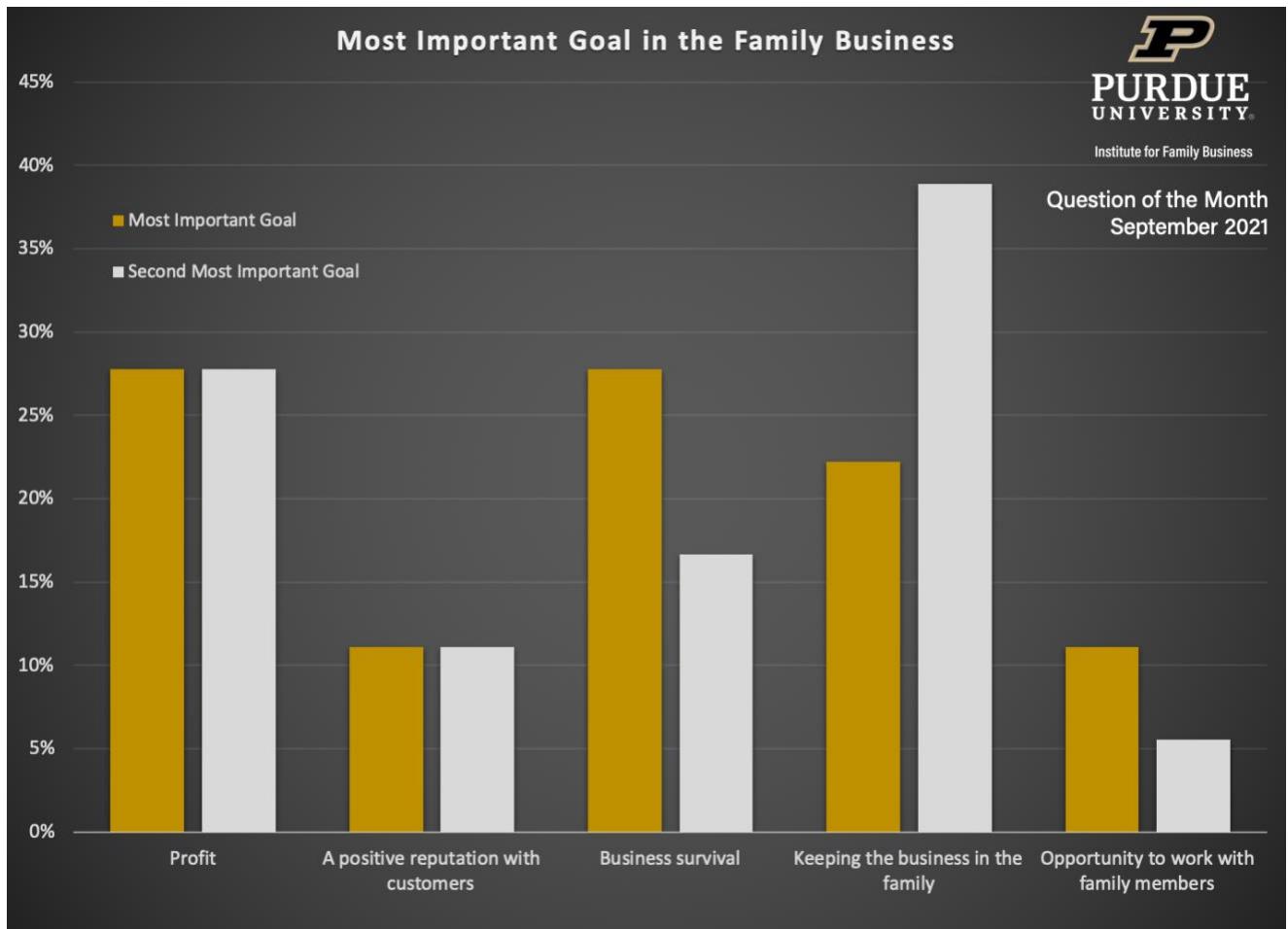


### Priority of Goals in the Family Businesses

When considering business goals, it would be intuitive to think that one of the most important goals would be financial. However, family businesses are located at a unique intersection of the family and business entities. Business goals can be financial or non-financial. For our *September 2021 Question of the Month*, we asked family businesses to rank their most important goals. Tied for most important goal was *profit* and *business survival*, one of which is financial and one non-financial. For the second most important goal, *keeping the family in the business* was a clear leader, with *profit* ranking behind it. In family businesses, keeping that business profitable enough to survive through generations is important. If you are looking for some guidance on succession-related issues, check out our [succession tab](#) on the PIFB webpage.



Don't miss out on our [latest newsletter](#), which is a marketing special issue. PIFB has released some videos as part of a Family Business Video Series, available on [our YouTube channel](#). As always, we will continue to post resources and webinars for farm, family, and small businesses to our [PIFB Homepage](#) and our [Upcoming Events page](#) as they become available.

---

Click [here](#) to participate in the new **OCTOBER 2021** question of the month!  
Don't miss out on PIFB's next newsletter – [SUBSCRIBE HERE!](#)