

SAMPLE FAMILY BUSINESS VISION STATEMENT



FAMILY LEGACIES

OUR VISION FOR THE FAMILY'S ENTERPRISE

Our dream is to be a dynamic, long-lasting, family-owned company.

We define success as a healthy business owned and guided by a harmonious family. We hope to serve as a positive example to other families in business.

We are committed as a family to running our businesses based on sound business principles. Creating long-term shareholder value for future generations to the focus of our efforts. Building a valuable and durable company culture based on distinct family values will powerfully strengthen our enterprise. Assessing everyone, particularly family members, on merit assures a fair and productive organisation.

We believe these principles are not only good business, but good for the family. A model business is a source of pride for all family. A strong business culture reinforces our family's values. Personal decisions based on merit provide family members with an honest mirror and create an environment for personal growth and development. Such an environment also attracts the most talented non-family executives.

We hope our business interests attract interest and involvement by family members. Responsible family governance and widespread family visibility add special value to the businesses. Clear, united ownership commitment releases tremendous organisational energy to produce long-term value and enhances the business' culture. Therefore, family participation in the business' management and governance must satisfy family member goals and aspirations.

Despite these great mutual strengths of family with business, a threat must be vigilantly in mind. The natural competition and stresses of business life can create a battleground where family conflicts and rivalries are fought. A divided, unhappy family will not only destroy our dream for long-term family unity, but will also destroy the business and harm the lives of many who are dependent on the business.

We envision a portfolio of business interests diverse enough to attract talented family members to business leadership positions and extensive enough to provide important leadership opportunities for accomplished, ambitious, non-family executives. We know that our mix of businesses will change as surely as the competitive business environment will change.

We envision a global enterprise to better relate to the new business landscape as well as to broaden the family's horizons. We envision staying focused on the food products industry as that industry provides us with the opportunity to build our portfolio on common strengths and shared learning, and allows for many different ventures and divisions.