

# The Family Business Transformation Process

phase  
1

## Discovery

Identify individual goals, strengths, and challenges, then articulate the fundamental issues and questions that apply to the situation.

### Orientation

Assess individual, family, and business dynamics to determine the current situation.



### Building Shared Vision

Articulate and explore dreams and desired future directions.



### Goal Discernment

Design specific measurable goals to progress from the present state to a vision of the future.



### Next Step Consensus

Establish agreement and readiness for the implementation phase.

phase  
2

## Implementation

Implement strategies; establish time frames and accountability; facilitate and monitor progress.

### Action Step Development

Design specific steps to accomplish each goal: outline roles, responsibilities, time frame, target dates, and commitment levels.



### Individual and Collaborative Action

Individual development plans, team development, leadership training, individual coaching, communication skills instruction, strategic planning, and business organization strategies.



### Feedback and Process Monitoring

Ongoing coaching and outcome facilitation.



### Intended Outcomes

Harmonious relationships, business continuity, and a secure future.

phase  
3

## Legacy

Implement regularly scheduled maintenance meetings designed to solidify, maintain, and extend family and business accomplishments.