

ERF Online Course

For more information, including
course price and dates,
please contact:

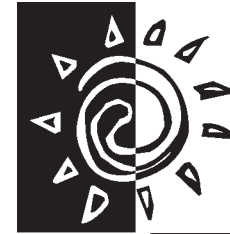
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<http://eRuralFamilies.org>



A Worldwide Launch

Enterprising Rural Families will be launched worldwide at the Beef 2003 Conference. This international online course is an opportunity to enhance global understanding between Australia, Canada, and the United States.



Enterprising
Rural Families:
Making it Work™

An online course for the rural family business

An Online Course for the Rural Family in Business



UNIVERSITY
OF WYOMING
Cooperative Extension Service

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Enterprising Rural Families Online Course

What is Enterprising Rural Families?

The course is developed around the representation of the family-business enterprise systems -- the individual, family, and business. The family enterprise interface characterizes the process in which the independent systems overlap forming a common boundary. Questions explored in the course include: Is the enterprise a way of life or a business? Is the overlap a zone of destructive conflict or a successfully integrated entity?

The course is offered in 4 modules. It consists of written material, videos, and sharing experiences with other participants who might be located in Canada, Australia, or the United States. Regardless of location, people facing similar issues will share ideas and information that relate to the management of a family based business.



Purpose of the Course

- Providing rural families with the tools and skills to deal with immediate challenges and build long-term resilience
- Creating skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence
- Increasing awareness of cultural differences and similarities
- Improving understanding of global issues and positive relationships with global partners
- Focusing on the three segments of family business: individuals, the family unit, and the business enterprise using the ERF Model™

The Course Structure

Module #1 ~ who are you and what do you do?

Introduction to the theory of family business

- Family business scenarios portraying different types of enterprises; and
- Presentations about the uniqueness, characteristics, and issues facing the family business.

Students will have the opportunity to introduce themselves, describe their current enterprises, family structures, and discuss certain general aspects of their family-business situation.

Module #2 ~ where are you now and how did you get here?

Analyzing current situation by

- Investigating reasons for being in a family business;
- Charting individual/family/business values and time lines;
- Learning about the family/business/life cycles;
- Identifying family, business, and community roles;
- Completing personality, skills, and risk assessments; and
- Identifying the characteristics of a successful family business.

Module #3 ~ getting to where you want to go

Identifying where one wants to be

- Visioning of self, family, business, and community;
- Focusing on the fit of self, with others in the family and business;
- Exploring values and principles;
- Examining options; and
- Investigating how to get there.

Module #4 ~ moving forward

Working through the process of making a change

- Realistically analyzing where one wants to be;
- Addressing necessary changes required to move forward; and
- Completing a self-driven project in the area of individual, family, business, or community demonstrating how to move forward.