



A family enterprise is comprised of systems—individual, family, business, and community systems. Enterprising Rural Families™ explores how each of these systems contributes to a family enterprise. Students explore the complex overlap of individuals in the family, the family as a unit, the business, and the surrounding community that make up a family enterprise. Is the enterprise a way of life or a business? Is the overlap a zone of conflict or an integrated entity? Does the family enterprise meet the needs of the individuals in the family? What skills, resources, and tools might have to be changed? These questions and many more are explored.



## Enterprising Rural Families Online Course

For more information including course price and dates please contact:

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# Enterprising Rural Families: Making it Work™

## An Online Course for the Rural Family in Business



UNIVERSITY  
OF WYOMING  
Cooperative Extension Service

## What is Enterprising Rural Families (ERF)?

ERF is an online course consisting of written material, videos, and shared experiences with other students who might be located in the United States, Australia, or Canada. People facing similar issues can share information and ideas related to the management of a family-based business.

The focus is on the needs, values, and visions of people, how they fit into the family enterprise systems, and how the systems affect them. A team of instructors from Wyoming, British Columbia, and Queensland teach the course, providing a wealth of experience, knowledge, and diversity.



### Purpose of the course

- To provide rural families with the tools and skills to deal with immediate challenges and build long-term resilience
- To create skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence
- To increase awareness of cultural differences and similarities
- To enhance the understanding of global issues and positive relationships between Australia, Canada, and the United States
- To understand the four systems of a family business: individuals, the family unit, the business enterprise, and the community



### The course structure

The course is divided into three parts.

#### Part one ~ *Where are you?*

Students focus on their current situation in a family business

- Learning about the theory of family business
- Studying the characteristics of families in business
- Understanding the uniqueness of the family enterprise

#### Part two ~ *Where do you want to go?*

Students think about their future

- Assessing how they fit into their individual, family, and business systems
- Investigating realistic options
- Evaluating where they want to be

#### Part three ~ *How will you get there?*

Students address necessary changes to move forward

- Investigating various resources available to family businesses
- Completing a self-driven plan of action for making change

