

ENTERPRISING RURAL FAMILIES ASSESSMENT

WHAT'S MOST IMPORTANT?

Family-First Or Business-First

The family-first, business-first issue is a continuum. The following checklist will help you determine where on the continuum your family business falls. You'll know where on the continuum you fall by noting whether you mark an "x" beside more items in the Family First column or the Business First column. After you have determined where on the continuum you fall, ask others in your family to mark where they think they fit. Are there differences?



| Category | X | Family First | X | Business First |
|---------------------|---|---|---|--|
| Membership | | There is a place for all family members. | | If you're qualified to do the job, you can join. |
| Compensation | | Family members are paid more than the going rate for the job. | | Pay is determined by responsibilities and performance. |
| Leadership | | Leadership is bestowed. Title/office is bestowed by birthright. | | Leadership is earned. Company officers control day-to-day operations. |
| Resources | | Business resources are used for family perks. | | Strategic resources are used for business purposes. |
| Training | | Outside experience may be less valuable than years of service in the family business. | | Outside experience is more important than years of service in the family business. |