

# Enterprising Rural Families: Making it Work

## Build a Successful Team

Strong teams comprised of members with complementary skills build successful businesses. Traditionally, family businesses put everyone to work as on-call laborers. The idea of evaluating each person's strengths to assemble a team would have been viewed as a distraction from getting the work done.

But, to succeed in business today, seven roles must be filled within the business either by family or others hired to specifically fill them.

Realistically, one person can handle only two of these roles with excellence. In a crunch, perhaps three can be managed.

### **Role # 1: Vision & Planning**

Sees the opportunity, loses sleep over it, lives to watch it become a reality.

### **Role # 2: Organization & Administration**

Takes charge, gets satisfaction from seeing things run smoothly.

### **Role # 3: Production & Maintenance**

Understands what the process requires, loves to get things done.

### **Role # 4: Sales Management & Customer Relations**

Focuses on market needs, gets people excited about the vision.

### **Role # 5: Advertising & Public Relations**

Is good with words, tells the story with enthusiasm.

### **Role # 6: Financial Management**

Understands business realities, keeps accounts and taxes on even keel.

### **Role # 7: Regulatory Compliance**

Maintains awareness of government regulations, prevents expensive surprises.

## Checklist

Survey each family member to understand their strengths in these roles, looking for places where there are gaps or overlaps.

<u>Role</u>	<u>Key Personnel</u>		
# 1: Vision & Planning	_____	_____	_____
# 2: Organization & Administration	_____	_____	_____
# 3: Production & Maintenance	_____	_____	_____
# 4: Sales Mgt. & Customer Relations	_____	_____	_____
# 5: Advertising & Public Relations	_____	_____	_____
# 6: Financial Management	_____	_____	_____
# 7: Regulatory Compliance	_____	_____	_____