

eEnterprising Rural Families™ Making It Work



A new Cooperative Extension education program, *Enterprising Rural Families*, is available for people in rural family businesses. For more detailed information, please visit the Web at <http://eRuralFamilies.org>.

Program Objectives

Students who take this online course will:

- Learn new tools and skills to deal with immediate challenges and build long-term resilience;
- Develop skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence;
- Increase awareness of the differences and similarities of issues faced by other family enterprises; and
- Understand the four systems of a family business: individuals, the family unit, the business enterprise, and the community.

Enterprising Rural Families is a self-paced, online course, designed to be completed in a minimum of 26 weeks. For maximum participant knowledge gain, the course was developed so that participants can extend the time to complete the course for up to six months so that the course doesn't interfere with important business and family matters. The course structure consists of three parts.

Part one – *Where are you?*

Students focus on their current situation in a family business. They will learn about the theory of family business and study characteristics of families in business. They will understand the uniqueness of the family business.

Part two – *Where to you want to go?*

Students think about their future. This module asks the students to address how they fit into their individual, family and business systems. They will investigate realistic options and evaluate where they want to be.

Part three: *How will you get there?*

Students address necessary changes to move forward. After investigating various resources available to family businesses, students will complete a self-driven plan of action for making change.

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