



WORK SHEET 4

4A: Our Family's Values and Brand

1. Describe the core values important to your family.

2. Does your family enterprise have a distinct brand? Yes No

If so, how closely is it related to your core family values?

If not, what steps might you take to develop a distinct brand that you may want to pass on to the next generation of your family?

4B: Career Plan Focused on Competence Building

1. What are the most important capabilities needed for your family enterprise to succeed?

2. Develop a career plan for yourself, and then discuss it with another family member of a different generation.

NAME _____

Age Range	Education	Work Experience	Capabilities to Learn

If the family might benefit from such an activity, engage several others in discussing how to create similar development plans for all family members.