



ASPEN FAMILY
BUSINESS GROUP, LLC

DEEP RELATIONSHIPS. ENDURING LEGACIES.



CONSILIENCE IV

SESSION TWO

VALUES, GOALS & VISION

MARCH 17, 2021

Before we get started....

- Please keep your microphone on mute
- Switch to "speaker" view during PowerPoints
- You can pose Q's in the chat
- We will address in large group or breakouts
- If you are having sound or video delay, it may help to turn off your camera until we get into the breakouts

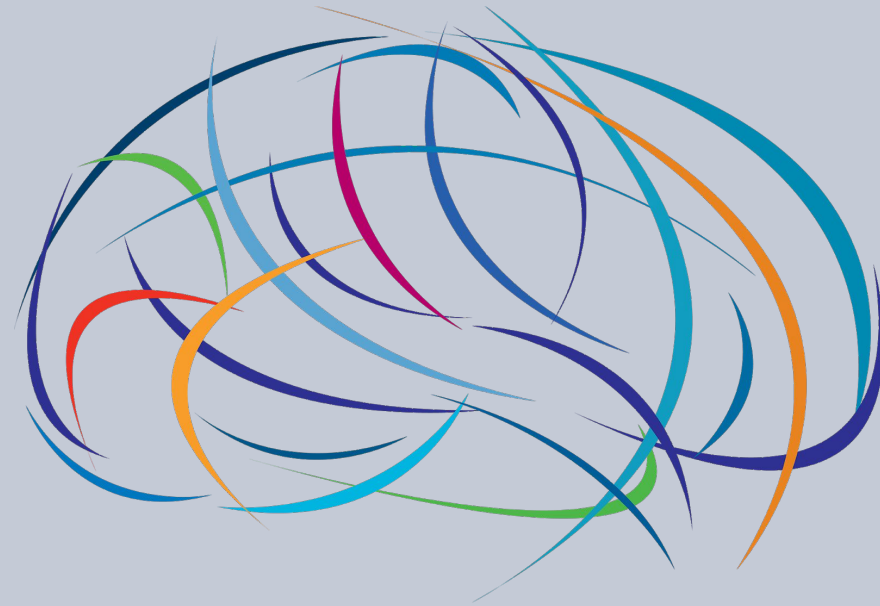
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Session Two: Values, Goals, Vision

Definitions: Values, Vision, Shared Vision

- Values: the big ideas we have about what life, work, family and commitments are all about.
- Vision: encompasses the hopes and dreams for the future, either individually or for the family/business.
- Shared Vision: a vision shared among stakeholders.

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Survey for participants:

1. Do you use the concept of Shared Values with your clients?
Yes or No
2. Do you use a Shared Values exercise to help client families develop a Shared Vision?
Yes or no

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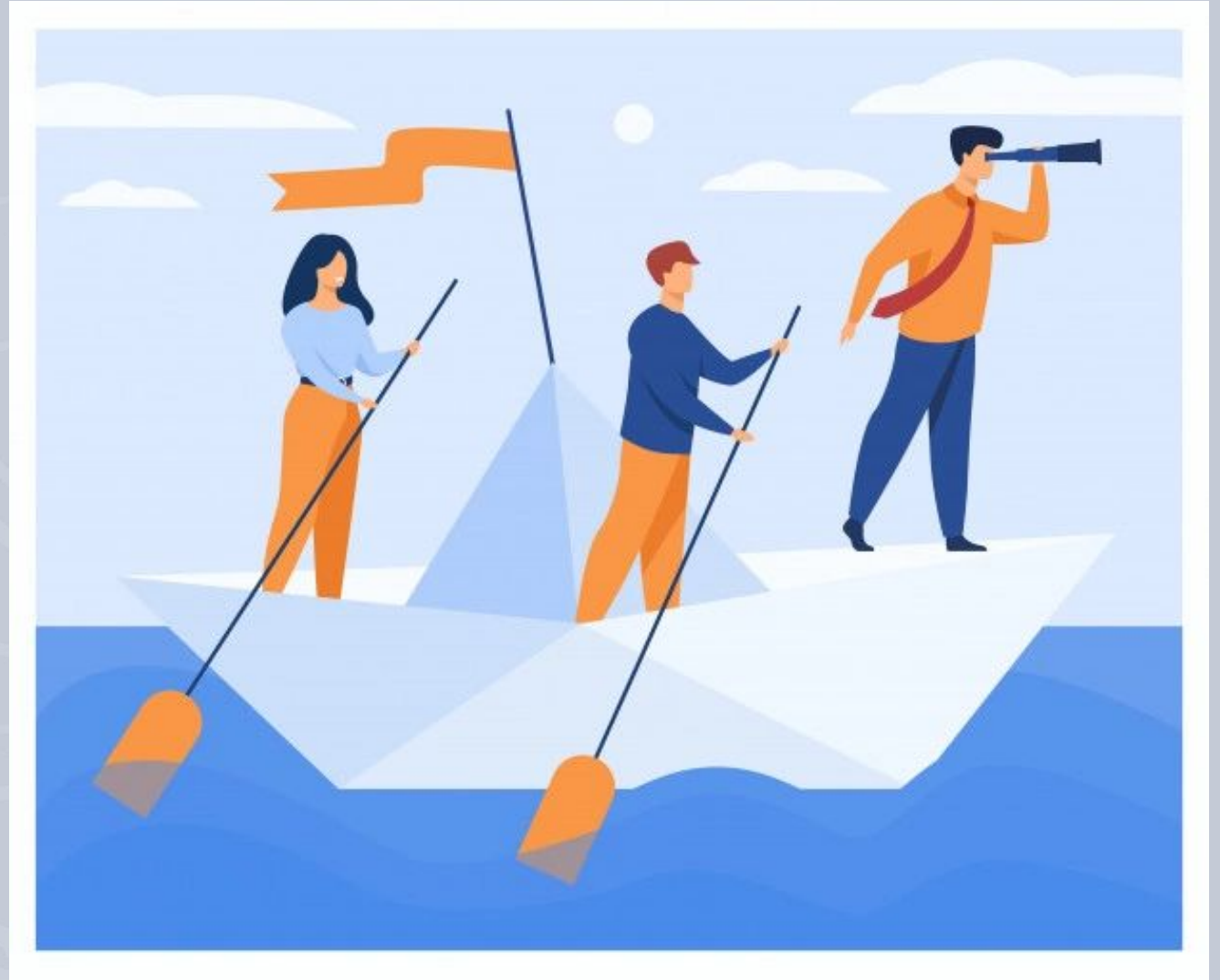
Example of Shared Values Exercise:

1. List their family's ten top values such as: hard work, achievement, thirst for education, keeping the family business in the family, etc.
1. Then study the list and reduce the list to the five top values.
1. Then ask them "to turn those values into verbs".

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Discussion:

What is a
Shared Vision
for a family?



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Example Shared Vision Exercise, *Letter to your Future Self:*

Dear 2030 Self,

It has been eight years since our family retreat. A lot has happened in my life, and the business. I am very pleased. Here is what has happened in each areas (life, family, business) and what I did to help it happen.

My desired future in each of these areas is as follows: {Each individual adds details to their own letter}.



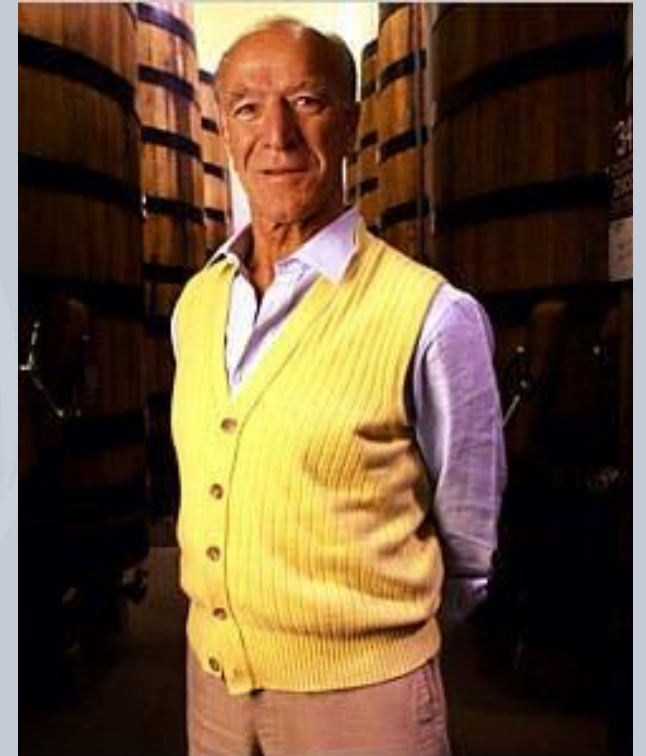
Questions to Evaluate a Shared Vision:

- Does the *SHARED* vision contain *YOUR* vision?
- Is the shared vision compelling?
- Is it shared among all the stakeholders? (leadership having a vision and enrolling others in it). If you co-create, you have everyone's buy in and have momentum.
- Is it relevant to the life of the family and the marketplace?



What if there are competing visions?

Perhaps you have read stories of the Mondavi family, Peter and Robert. Ultimately Robert's sons ended up in very public conflict because of competing visions for the future of their winery.



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Leaders engage stakeholders in a shared vision:



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Leadership - motivating people to create a common vision

- Use of legitimate power
- Use of personal skills/attributes including character, position, knowledge
- Use of structure including a constitution, council or board

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Strategic Plan: Vision & Values --> Verbs

- SWOT Analysis
- State a shared vision based on common ground
- From the shared vision, build a specific plan with measurable outcomes



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Breakout Session Questions:

- Discuss how you help families articulate their shared values and shared vision.
- When there are conflicting visions for the family business, what are some resolutions you have seen?

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Thank you.

Please be in touch with thoughts or questions. We value you, your input and our growing relationship.

www.aspenfamilybusiness.com



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