



## Family Strategic Planning and Execution

We don't tell families what they should do. Instead, our team works in a collaborative, consultative manner with a family to lead a process toward the direction they desire. This moves the family forward—with the family members owning the process. Families are able to talk about difficult issues and have the commitment to work to resolve them. Our strength lies in the context in which we work with families as partners. Breaking down the barriers to difficult conversations, addressing the challenges they are or may soon be facing and designing a pathway forward; a plan that is executed. Family values, vision and mission are designed to meet their objectives and goals in a way that is sustainable across multiple generations.

### CASE STUDY:

## Strategic Planning

#### ***The Family's Situation***

A \$50 million partnership was experiencing stagnation. Several attempts to encourage future leaders to initiate new ideas only resulted in lost profits, frustrated managers and disappointed partners. Relative Solutions facilitated a management retreat for senior and middle managers, and partners.

#### ***Our Direction***

Prior to the retreat, Relative Solutions and the partnership developed a strategic planning framework that was then taught during the retreat to all participants. With several participants working on specific areas of practice, there was an opportunity to apply the framework to their own practice segments. Ten Action Steps evolved, and group members were assigned to them for operational follow-up. The Action Steps continue to be monitored in monthly Strategic Planning Steering meetings.