



THE FUTURE OF FAMILY BUSINESS

Community Project

A collaborative approach to building
the future of family businesses.

Hey Friend!

We're thrilled to have launched our ongoing Future of Family Business Community Project!

As second-generation family business owners, we're incredibly passionate about this topic. Having firsthand experience with the challenges and opportunities that come with running a family business, we believe that long-term success starts with long-term planning. The more we prepare for what lies ahead, the better positioned we will be to thrive for years to come.



This forward-thinking mindset is what inspired us to develop a community project focused on exploring the future of family businesses. By leveraging strategic foresight tools such as scanning, pattern recognition, driver analysis, and scenario planning, we gain a deeper understanding of the forces shaping the future. With that understanding, we can be proactive in building a stronger future for both our businesses and our family units. Collaboration is a crucial aspect of this initiative. So, if you'd like to participate, please let us know!

Jenny Dinnen

Jenny@NextGenCollaborative.com
949-380-6487

Katie Rucker

Katie@NextGenCollaborative.com
949-380-6489



WE START BY TEACHING YOU THE BASICS OF

Strategic Foresight



✓ EXPLORING, NOT PREDICTING

Strategic foresight and futures planning are about *preparation* rather than *prediction*. The goal isn't to isolate a single scenario and go all-in. Rather, it's a practice of identifying a series of possible scenarios and exploring critical success factors within each of them.



✓ LEVERAGING TRENDS & PATTERNS

Rather than guesswork and fiction, we strengthen the reliability our future-world scenarios by leveraging key trends and patterns shaping the world today. Starting with an assessment of the past and present, we can envision how different trajectories might lead to different futures.



✓ COLLABORATION & CREATIVITY

The true power of strategic foresight is unleashed through diversity of thought, perspective, and experience. The more unique voices we have contributing to the process, the more well-rounded, detailed, and creative our scenarios and solutions will be.

THEN WE HOST A SERIES OF THREE

Workshops

Interactive workshops are a critical component of our Future of Family Business Community Project.

They provide opportunities to gather feedback and hear directly from family business leaders themselves. These workshops also allow us to engage directly with participants in a collaborative manner, fostering an environment where everyone can openly share their ideas, perspectives, and experiences.

By emphasizing diversity in family business size, type, and developmental stage, we gain a broader and more well-rounded understanding of the challenges and opportunities within our community as a whole.

Additionally, these workshops enable us to build strong relationships with family business leaders, creating a network of individuals who are deeply invested in the success of our initiative as well as the success of fellow family businesses.

When we work together toward a shared vision, the collective efforts benefit everyone involved.

WORKSHOP #1: *Refreshed Perspectives*

Our first workshop is all about understanding and deconstructing current perceptions and assumptions about Family Businesses; with focus on the present as well as the future.

PRIMAMRY OBJECTIVES

- Create a safe and welcoming environment for sharing unique perspectives and ideas.
- Establish common language for discussing the future and outlining our approach.
- Leverage Causal Layered Analysis (CLA) techniques to expand our thought processes and time horizons in search of forward-thinking solutions to current problems.

WORKSHOP #2: *Visions of the Future*

In this second workshop session, participants are immersed in distinct future-world scenarios designed to challenge assumptions and explore the future impact of current circumstances.

PRIMAMRY OBJECTIVES

- "Pressure test" preferred futures to uncover limitations and misperceptions.
- Discuss first, second, and third-order impacts of potential shifts in family businesses.
- Shape new perspectives on the importance of plausible and novel changes.

WORKSHOP #3: *Planning for Action*

In our third and final workshop, we refocus on the present to formulate an action plan for connecting the dots between the world as it is and the world as we want it to be.

PRIMAMRY OBJECTIVES

- Establish a "preferred" future based on the future-world scenarios from Workshop #2.
- Generate key scenario implications by degree of fit over time.
- Discuss the varied drivers of change and their impact on specific implications.



PARTICIPANT *Testimonials*

“



Tam Nguyen

Chair & Founder
Advance Beauty College
G2 Family Business Owner

”

The time spent learning and participating over the past 3 weeks was so worthwhile and impactful. It makes me think of EVERYTHING with this futures lens and longer term planning. It's truly generational decisions that we were discussing that are way beyond any P&L and financial statement.

“



Julie Hudash

Founder & CEO
Team Kids

”

Katie and Jenny provide such a genuine spark of possibility that brings out the most creative gifts in everyone around them. I truly enjoyed being part of this amazing cohort and my eyes were opened to so much about family businesses and future possibility thinking.

“



Hauson Le

Strategic Foresight Manager
Strategic Government Resources

”

Jenny, Katie, and team are doing fantastic work. Mind. Blown.
I love the way they explained the process and the tools.
I've never been so confident in their ability to help bring family businesses into the future.

Contact Us

If you want to learn more about this Future of Family Business Community Project, or if you'd like to join one of our upcoming cohorts, we want to hear from you!

Jenny Dinnen

Jenny@NextGenCollaborative.com
949-380-6487

Katie Rucker

Katie@NextGenCollaborative.com
949-380-6489

www.NextGenCollaborative.com
www.MacKenzieCorp.com

Takeaways

By participating in this community project, you'll not only be helping build and strengthen the future of family businesses, you'll also walk away with:

Workshop Findings Report:

We provide all participants with a post-workshop report that includes key findings, discussion notes, and continued learning resources.

Concepts Recap and Resources:

Having introduced a variety of Strategic Foresight concepts and tactics, the findings report will also serve as a resource for continued learning.

Expanded Thinking and Inspiration:

A primary goal of this community project is to change the way you see, think about, and approach the future.