

# THE *polaris* ROADMAP

**Polaris** is named for the North Star, a guiding light that has been used for thousands of years by explorers, as its position on the northern night sky marks the Earth's geographic north pole. Just as our forefathers depended on this guiding star, family businesses can draw inspiration from the Polaris Framework as we journey to find our True North – a clarity of purpose that uniquely expresses our calling and guides our every decision.

Polaris has been developed with the interests and challenges of family businesses at its core.

The framework is meant to help your family business assess its current state, and inspire it to find its own True North. It is grounded in systems thinking and prioritises engagement with all stakeholders and partnerships that create *win-win* situations. We encourage you to *learn* with fellow FBN members, *share* your experiences and *inspire* others as you forge a path forward that suits the unique needs of your family, business, communities and future generations.

## The Stages of the Journey

As both the family and the business progress on this journey, engagement will increase and spheres of influence will expand. Most significantly, the culture of both will evolve.

The process begins with an **Awakening** of the family and business leadership.

This translates to heightened **Awareness** of what's truly at stake.

An **Alignment** of people follows, which opens up their capacity to engage in efforts to increase their positive impacts.

Momentum gained will lead to **Activation** – inclusive acts that energize family members, employees and others who in turn champion the ongoing journey.

Ultimately, your **Advocacy** with an activated group of family members, employees and other change agents will help redefine the way business is conducted, for this and future generations.

