

# Redefining Success Across Generations

Business families understand that business is a marathon, not a sprint. By marrying the expertise of an enterprise with the soul of a family, we build values-based businesses that strive to deliver inclusive growth, better manage risk and foster resilience. Through the positive impacts we create, family businesses are redefining success across generations.

## Why Should I Get Involved?

Family businesses are uniquely positioned to lead change

FFI, 2017

Represent



of all companies

Employ



of global workforce

Contribute over



of global GDP

## Purpose-driven companies deliver positive performance

Project ROI, IO Sustainability, 2015

Increase revenue by up to 20%



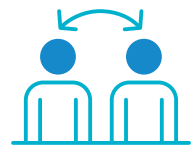
Reduce cost of debt by at least 40%



Increase company valuation by 40% - 80%



Decrease staff turnover by up to 50%



## \$12 trillion in new business opportunities

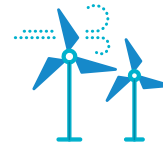
BSDC, 2017



Food & agriculture  
\$2.3 trillion



Cities & urban mobility  
\$3.7 trillion



Energy & materials  
\$4.3 trillion

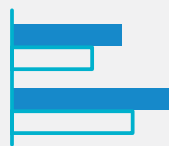


Health & well-being  
\$1.8 trillion

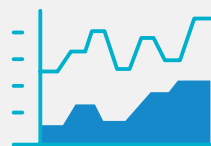
Delivering market solutions that benefit society in key economic sectors

## How Do I Start?

Take the Polaris Impact Assessment



**Get a Baseline:**  
Assess your impact in governance, employees, community & the environment.



**Compare your Impact:**  
See how you stack up against thousands of other businesses.



**Improve your Performance:**  
Create a plan to enhance your family business' practices.