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

Represent 2/3 of all companies
Employ 60% of global workforce
Contribute over 70% of global GDP

FFI, 2017

Purpose-driven companies deliver positive performance

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%

Project ROI, IO Sustainability, 2015

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.

$12 trillion in new business opportunities

Delivering market solutions that benefit society in key economic sectors

Food & agriculture $2.3 trillion
Cities & urban mobility $3.7 trillion
Energy & materials $4.3 trillion
Health & well-being $1.8 trillion

FFI, 2017

Polaris is a global movement of business families focused on maximising economic and social impact, while safeguarding the environment we all share. We enable learning, innovation and co-creation to redefine success across generations. www.fbn-i.org