

THE BUSINESS MOMENTUM CLUB

What if, year-round, you could access the solutions to whatever family business issues were on your mind, directly from the owners of leading business families? In a way that was highly-focused, time-effective and enjoyable?

The Business Momentum Club responds to four key challenges for any family firm:

- **Knowledge:** How can you, and all your family, gain the knowledge you need to make the best choices so that you maintain and build on your success?
- **Working together:** What initiatives, procedures and systems do you need to bind your family together over the long-term?
- **Taking action:** What actions should you be taking today (and not just talking about) in order to help maintain this great legacy?
- **Time-effectiveness:** How can you gain the new knowledge and business connections in a focused, enjoyable and time-effective way, involving everyone in the family that you would like to?

Three levels, tailored to your own and your family's priorities

The Club has three levels: Individual Mastermind, Family Mastermind (to which options may be added) or Family Consultancy (the highest level with special coaching and consulting options included).

BUSINESS MOMENTUM CLUB (INDIVIDUAL MASTERMIND)

1. Interactive, Ask the Family Business Owner (learning direct from a family owner via recorded telephone interviews and discussion)

You will hear real-world, real-life experiences from a family owner who has lived through a challenge whose lessons are relevant to you such as:

* **Alan Hassenfeld (United States)** - family owner and former Chairman of Hasbro toys on **Letting Go and Handing On**, based on how he passed the reins to the first non-family CEO in Hasbro's history.

* **Alex Scott (United Kingdom)**, Chairman, Sand Aire Limited on **That Toughest Call; Selling the Family Firm**. He will explain why, after four generations, the family decided to sell their insurance business and launch a new venture.

* **Rafiq Habib (Pakistan)**, Chairman, House of Habib on **Overcoming Setbacks**, based on how they coped with nationalization without any immediate compensation, restarting from scratch with a few people, to form a new group that now employs over 13,000 people worldwide.

2. You can suggest topics and choose the format: live call, audio recordings, transcripts and CDs

You can suggest topics and also choose how you would like to be involved in the sessions, including: live discussion, asking questions before and after, audio file, audio file for iPod or mp3, podcast, CD (shipping extra) and transcript.

It means that by the end of the year you will have a wealth of knowledge that you can refer to again and again, in the format that suits you best.

3. Ask the Expert sessions

Ask the Expert is a facilitated telephone meeting to allow you to ask a leading expert for advice and ideas on any issues that you are facing or actions you are considering.

These sessions are designed to give you an answer or, at the very least, point you towards the next step in resolving an issue. In one, family business expert **Peter Leach (United Kingdom), Author, Family Businesses - The Essentials**, answered your toughest questions.

4. Family Business School

Each Family Business School session teaches you about a key topic for any family firms or family office. The first one will be taught by family business expert **Dr. Denise Kenyon-Rouvinez (Switzerland)**, co-author of several books, including Family Business; Key Issues. The session, **Who, Me? Questions and Answers for the Next Generation** was a practical guide, based on her book, aimed specifically at Next Generation family members and those interested in succession.

Upcoming sessions included **Stephen Covey, author of New York times bestseller The Speed of Trust** and **John Assaraf, author of Having it All**.

5. Business Linkages

In Business Linkages, we will help connect you to other members on specific business issues, for example if you would like to create an industry group.

6. E.mentoring and Bonus Materials

We will both answer questions directly and pass them on to either experts or other families who might be able to help you. We will also provide members with free bonus materials such as video interviews, free E-books and articles by experts.

7. Mastermind Groups for unique Peer-to-Peer Advice

One of the most powerful aspects of the Momentum Club is the opportunity to gain advice from the real-life experience of other leading families in a time-effective way. You want to be able to find the answers to the issues on your mind and Mastermind Groups help do this.

In the Mastermind Group, around 6 family members from different companies and countries advise each other in a facilitated session (each participant gets 10 minutes of advice from the other family owners on the call).

BUSINESS MOMENTUM CLUB (FAMILY MASTERMIND)

If two or more family members will be using the Business Momentum Club, then you should consider the Family level. It has all seven key benefits of the Individual level, plus the following key additional benefit:

8. Unlimited Access

This level provides unlimited access to all members of your family along with key non-family executives whom you might like to involve. It is particularly suitable as part of your overall family training programme.

TAILORED OPTIONS

You can select additional, tailored services to provide further support or advice to your family, at extra cost, such as:

9. Scheduled private coaching with specialist coach
10. Family Business Forum free place
11. Tailored, private consulting with leading consultant
12. Setting up private contacts/projects with other families

BUSINESS MOMENTUM CLUB ((FAMILY CONSULTANCY LEVEL)

The Family Consultancy level gives you access to the highest level of support, advice and specially tailored services because it includes all the main options, described above and summarised below.

SUMMARY – A CHOICE OF BENEFITS

Benefit	Individual Mastermind	Family Mastermind	Options	Family Consultancy
1. Learn Direct from a Family (weekly)	YES	YES		YES
2. Audio, recordings, transcript	YES	YES		YES
3. Ask the Expert (monthly)	YES	YES		YES
4. Family Business School (monthly)	YES	YES		YES
5. Business linkages	YES	YES		YES
6. E.mentoring and bonus materials	YES	YES		YES
7. Facilitated Mastermind groups for unique peer-to-peer advice	YES	YES		YES
8. Unlimited access for all family members		YES		YES
9. Scheduled private coaching with specialised coach			YES	YES
10. Family Business Forum free place (if annual option)			YES	YES
11. Tailored private consulting with leading consultant			YES	YES
12. Private projects with other families (personalised)			YES	YES

Next Steps

As you can see, the Business Momentum Club is designed to be highly adaptable. Furthermore, we will be adding additional benefits, based on feedback from members.

We look forward to speaking to you to hear your reactions and thoughts.