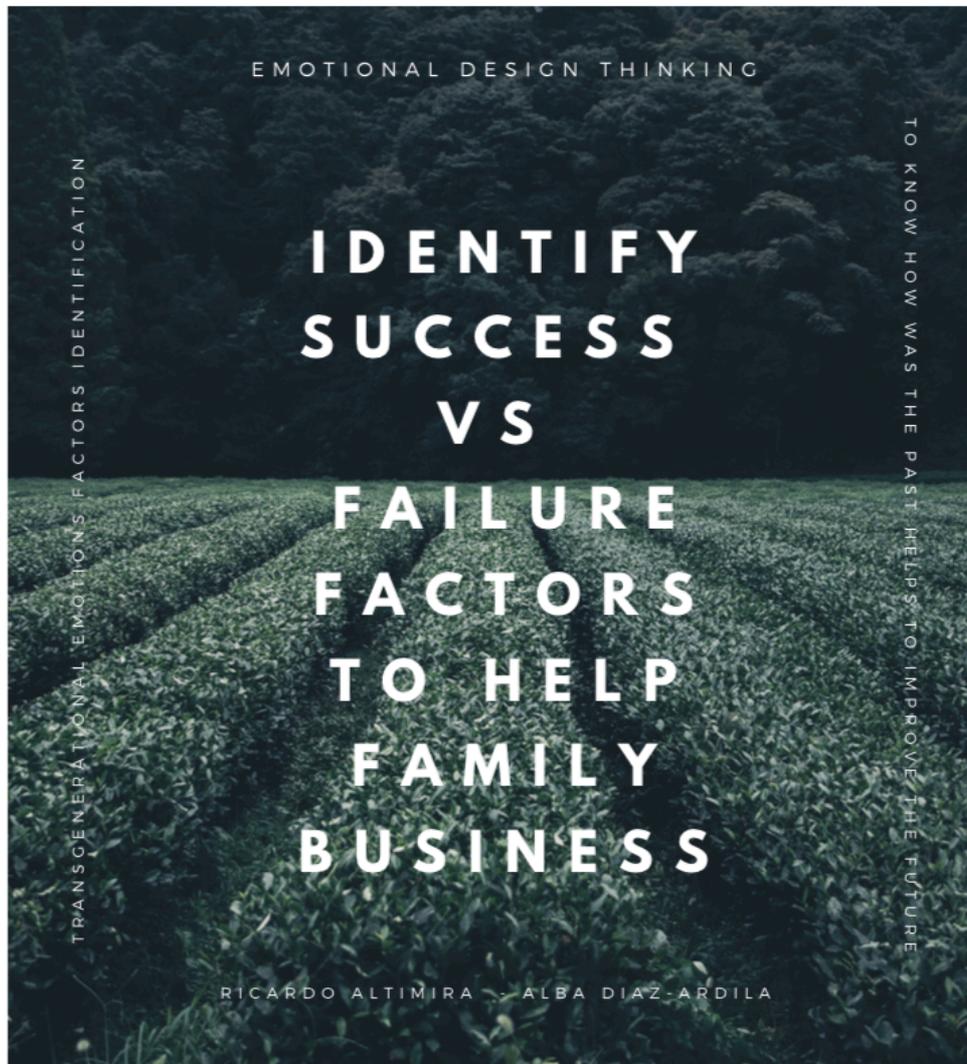


FBSF

FAMILY BUSINESS SUCCESS FACTORS



FAMILY BUSINESS SUCCESS FACTORS LINKED TO TRANSGENERATIONAL STUDIES

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ABSTRACT

This research is an Spin-Off from a previous one on Design Thinking and Anticipatory Science applied to Family Business, started in 2018 among five European Universities (Madrid / Bergamo / Bologna / Lucano / Trento) and ADE-Motion (Spanish Institution highly committed with emotions management and research) and Green Transition Institute / Design Thinking Division (European Think Tank with a team of Design Thinking professionals with over 300 ideations performed in 11 countries).

The goal of the current project is to include “TRANSGENERATIONAL EMOTIONS FACTORS” together with the DESIGN THINKING TOOL (already proved as effective to take decisions in the business world) to determine the success factors that may impact the Family Business activity and the Family Business management relationships,

The current Green Transition Institute Design Thinking 5I's methodology, taken from the existing state of the art DT institutions (Stanford / IDEO / HPI / UTS U-Lab / European Hubs / etc) has been developed by Green Transition Institute by executing the following steps: Identification (of persona) / Invitation (to value adding stakeholders) / Ideation ("for profit" rather than "for post-it") / Iteration (with agile pre-totypes and fast prototypes) / Implementation (of the achieved results). This GTI-DT-5I's methodology will be used to profile the sampled Family Business Companies, together with Emotions mapping conducted by ADE-Motion profesionales in order to create an Emotional Design Thinking Tool (EDT) which combines those two disciplines to identify success /failure factors to help Family Business to improve their business management.

This research to be conducted with the support of Universities from Europe, East Asia and South America sampling Family Business with at least three generations working and managing the Companies, aims to be an academic work and also a valuable consulting service to the companies who want to use Emotional DT tools for their decisions.

The outcome of this research project is the following:

- I) To increase existing experience on DT by adding Emotions Consulting to contribute to Family Business management.***
- II) To produce academic documents, i.e:***
 - Multimedia cases for the Clearinghouses of academic institutions.***
 - Journal papers jointly prepared by participating institutions***
- III) To produce a best practices manual for consultants/scholars.***

METHODOLOGY

Methodology will be to perform a transgenerational analysis in the FB companies invited to participate (maximum five per country) following an EDT workshop to be delivered by Project Directors and local Research Assistants.

Once the objectives of the exercise and the stakeholders involved are agreed between the participating institutions and the research team, a Document of Understanding will be signed by all participating institutions outlining the schedules, participants, documents to be generated, intellectual property agreements and fees if applicable.

Once the “ideation” and “emotions through three or four generations analysis” are completed, management impressions as well as best practices will be analyzed through surveys, personal interviews and video-observation conclusions in order to evaluate the results of the EDT exercise to identify those success/failure situations and factors overtime.

In addition results will be compared across sectors, FB profiles, management styles and participating countries.

Estimated effort for one complete FB-EDT exercise will include:

- Two full days for the workshop**
- 4 sessions for transgenerational emotions identification (using Transgenerational Emotions Factors / Memorized Biocycles / Genealogical Trees / NLP /and Customer Journey)**
- 3 sessions (90 minutes each) for the Ideation**
- 3 sessions for feedback, prototype design and conclusions**

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RESEARCH TEAM

Invited academic institutions and their respective contact points:

- ***Acelerador de Empresas-Panama (Prof Ariel Jones)***
- ***Comercial de Deusto-Bilbao (Dr Tontxu Campos)***
- ***Javeriana Universidad de Bogotá (Dr Pablo Vanegas)***
- ***Green Transition Institute /Design Thinking Division (Dr Ricardo Altimira)***
- ***Melbourne Swinburne University (Dr Alex Maritz)***
- ***Universidad del Pacífico, Lima (Dr Edilberto Salazar)***
- ***UTS - U-Lab, Australia on Strategy (Dr Jochen Schweitzer)***

The team is lead by the following Project Directors, whom in turn co-work with the key people of the participating FB companies as well as local Universities MBA's who may collaborate as TA's (teacher assistants)

- ***Project director- Area "Emotions": Alba Díaz-Ardila***
<http://ade-motion.com>

- ***Project director- Area Design Thinking: Ricardo Altimira Vega, PhD***
<http://goo.gl/igZEym>

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