



MODULE SEVEN

workbook

Managing Change in Family Business



MANAGING CHANGE IN FAMILY BUSINESS

Family business is the oldest business structure in history and for good reason. Family members are more likely to have aligned values than non related groups, and often have shared and possibly multi generational goals.

When family groups are working in business together it is great. However change management can be harder in family farms. They are often multi generational and steeped in history. Staff or family members have often spent a long time working in established roles. The stakes are also higher. In family business you hopefully don't want anyone to leave and you can't sack them.

As a change leader for your family business, think through what need to be achieved. Being strategic about planning out a program of change is important and will likely build and strengthen family relationships.

In the context of the whole farming business, some office based change management decisions may not be significant. The decision making and change management strategies discussed in this module are applicable to any type of change.





CHANGE MANAGEMENT

QUESTION #1: Why is change hard?

QUESTION #2: What does good change look like?



CHANGE MANAGEMENT

QUESTION #3: When is it good to present the solution and the problem simultaneously?

QUESTION #4: When is it good to just implement the solution?



SETTING OUT CLEAR BUSINESS PLANS

Our Values

Day in, day out, what do we stand for?

Personal and Business Goals

What will be our legacy?

10 Year Farming and Business Strategy

What do we need to do in this decade to live a life worth living and build a farm business that is successful

Annual Farming and Business Plans

What will we grow this year? What capital or improvement projects will we undertake?

Operations

What needs to be done and how, where and when we do it?

Marketing

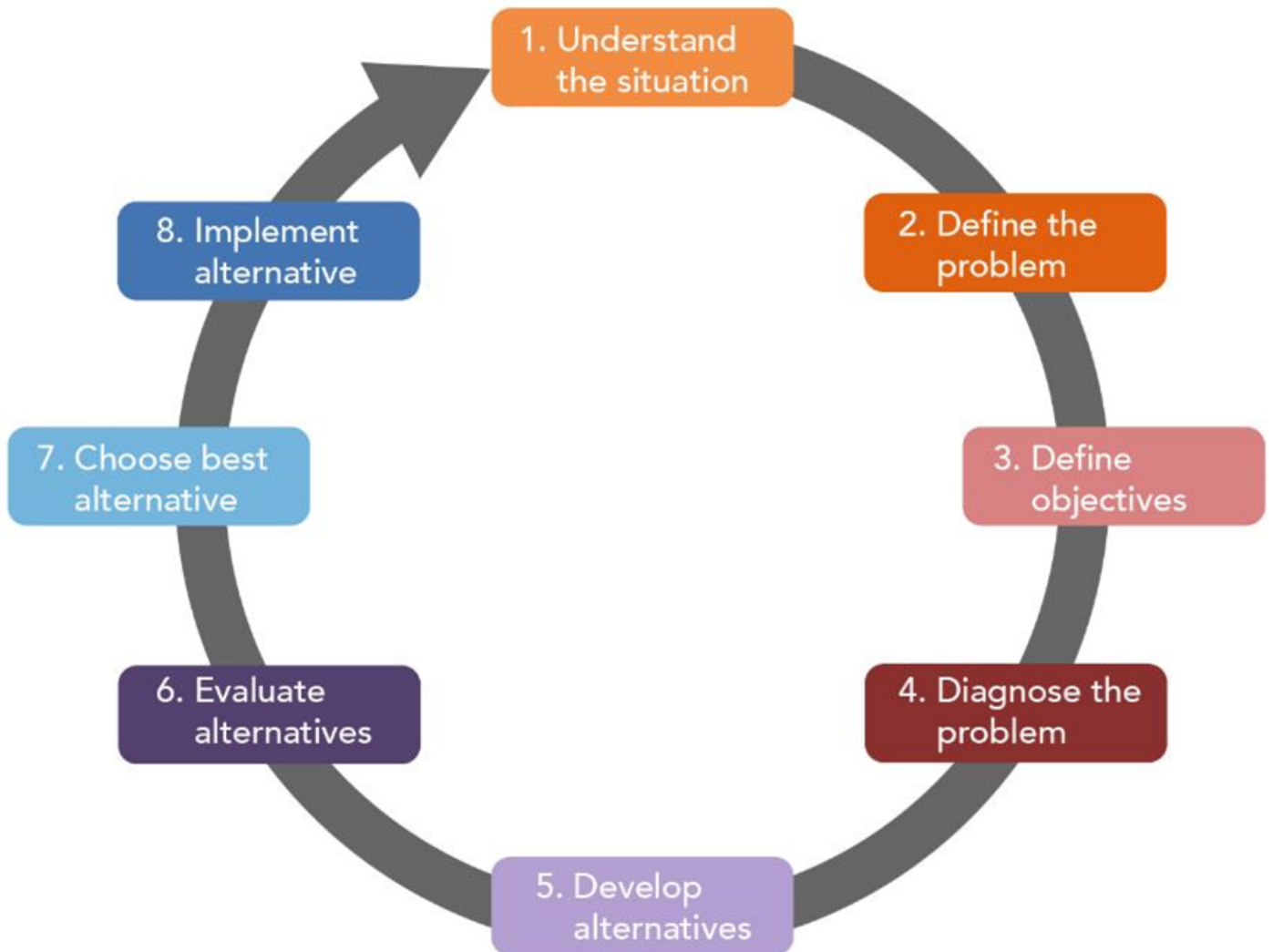
What we sell, how, when, where and how much for

Cashflow



WHERE DO WE START?

CHANGE MANAGEMENT STARTS WITH GOOD DECISION MAKING





SIX STEPS TO EFFECTIVE CHANGE MANAGEMENT

STEP

01

Clearly define the change and how it relates to business goals

STEP

02

Determine the impact and those affected

STEP

03

Determine the communication strategy



STEP

04

Provide training

STEP

05

Determine support structure

STEP

06

Measure the change and share the wins



SIX STEPS TO EFFECTIVE CHANGE MANAGEMENT

INSTRUCTIONS: We have given an overview of six steps to effective change management. In your business they may look a little different. The nature of work, leadership or family dynamics might dictate a different way in your business. Do your team like to collaborate on a solution or not? Is someone focused on research and others on action, are they tech wiz kids or need more support. Think about a change management challenge your farm business is facing and what YOUR six steps might be.

STEP

01

STEP

02

STEP

03



STEP

04

STEP

05

STEP

06