



Creating High Growth Family Businesses: 4 Building Blocks

Koos Nel is the founder of AgriX and Co-Founder of CEO Business Club

FABASA

Remember the importance of small actions. They're the building blocks in the architecture of your life, the quiet victories you win for yourself each day.

Diane Dreher

Legacy is not what I did for myself.
It's what I'm doing for the next generation.

Vitor Belfort

FAMILY BUSINESS TIPS

Traditional business models describe how a business creates, delivers and captures value. There are various opinions about the most important "business blocks" a business should address. **YOUR STORY** believes the four most important blocks are: *People, Opportunity, Business Model and Flexibility.*

FLEVY identifies different four blocks that make up a company, namely: *Structure, Decision Rights, Motivator, and Information.*

THE AUTHOR, KOOS NEL, has been working with family farmers for several decades. He believes the most important Building Blocks (Strong Foundations) to ensure a LEGACY (Thriving Family

Business) are: Shared Business Ethics, Bold Ambitions, Unconventional Business Thinking (Innovative Spirit) and Active Involvement.



LET US LEARN FROM KOOS

When it comes to family businesses, some essential elements can make them stand out in today's ever-changing business landscape. Picture the power of shared business ethics, ambitious goals, and out-of-the-box and unconventional business thinking with focused action, all coming together to drive your family business to new heights. This article aims to explore the significance of these key factors in achieving prosperity through practical action and active involvement.

Let's start with shared business ethics, which go beyond the usual "doing good" ideals. They form the very core of how your

business operates, guiding how you interact with your suppliers, customers, and your community, treat your employees, and contribute to society. True business ethics become a guiding light, shaping the journey of your family business and becoming a tangible strategic asset.

Shared business ethics should be the solid foundation of your family business, shaping its culture, decision-making, and public image. Shared ethics (values) not only strengthen bonds within your family but also enhance your business's reputation in the wider community.

Next, let's talk about bold ambitions. It's not just about making a living; it's about achieving financial success, sustainable growth, making a positive impact on your community, and being a role model for others. By setting ambitious goals, you inspire everyone in the family to work towards a common vision, aiming to be a leader in your line of business, while creating a legacy that lasts for generations.

Putting these ambitious goals into action involves having a clear plan, agreed upon by everyone in the family, that aligns with your shared business ethics. For instance, if preserving the business for future generations is a goal, you might focus on sustainable business practices and succession planning instead of short-term gains.

Now, let's dive into unconventional business thinking where you embrace an innovative spirit and be willing to explore new approaches. This means having a shared mindset within the family that encourages thinking outside the box, embracing change, taking risks, and welcoming fresh ideas. When everyone in the family embraces an unconventional mindset, you'll find yourselves at the forefront of your industry.

Lastly, active involvement is vital for the success of your family business. It's about encouraging everyone in the family to play a meaningful role in the business's operations. Transparent communication and mutual understanding are key to fostering a collaborative and harmonious environment. By involving everyone in decision-making, you ensure that important information is shared, and everyone's voice is heard.

The four building blocks of ethics, bold ambitions, unconventional business thinking, and engagement (active involvement) should be an essential part of every family business's strategy. It can significantly contribute to the business's community, the local economy, building intergenerational family wealth and ensuring the business's longevity and prosperity for generations to come.

By providing training and mentorship, the next generation can be prepared to be actively involved, ensuring the continuity of your business's success.

To support family businesses in mastering these building blocks for growth, the CEO Business Club is hosting Dr Jeh Shyan Wong from Singapore/Malaysia from 21 to 23 August in Pretoria. Dr Wong is a well-known business growth expert with 30 years of experience and a formidable track record in the ASEAN countries and China. This seminar is more than a learning opportunity; it's an investment in the future of your family business.



Don't miss this unique chance to discover the ASEAN secrets and wisdom of high-growth business owners' unique growth strategies for family businesses.

For more information, please contact Koos Nel at: knel@agrixgroup.com or at 082 459 1407 OR Pieter Aucamp at: pieter@bluestreamgroup.co.za or 0833040987

NOTE: FOR A SHORTENED VERSION OF THE OF THE THREE-DAY SEMINAR (ONE DAY) SEE SCHEDULE A BELOW.

SCHEDULE A



Event on August 15, 2023

To: The CEO

Exclusive opportunity

Dear

Thank you for your time and consideration.

On behalf of the CEO Business Club, I am excited to present a unique opportunity for your organization to gain invaluable insights from a renowned investor, Dr Jeh Shyan Wong.

We believe that your team, business partners, and clients can greatly benefit from this event, as Dr Wong will be sharing the secrets to building a billion-dollar company in just five years.

This can serve as a team building or visioning day for your executive management, as well as an opportunity for your B-BBEE supplier

development program participants to learn from an exceptionally inspiring expert.

We are pleased to offer bulk booking discounts to accommodate multiple attendees from your organisation targeting founders and CEOs:

- Two attendees:
R 2000 per Delegate
- Five or more attendees:
R 1500 per delegate
- Main Event Sponsor
R 60 000 (40 Delegates plus Branding)
- Including Lunch, Drinks

Event details:

- **When:** 25 August 2023
- **Time:** 8:00 to 16:00
- **Where:** Menlyn Maine,
194 Bancor Avenue, CoLab
Building, Waterkloof Glen, Pre-
toria

To take advantage of this special offer and secure your seats, please contact Pieter Aucamp at 0833040987 or Koos Nel at 0824591407 by **15 August 2023**, our deadline for confirming the final attendee list. Only 60 seats are available.

We look forward to your

participation in this valuable event and the opportunity to connect.
Best regards,

Pieter Aucamp

Director: Business Development