Category

Strategy

Strategy for Family Businesses & Founder-Led Firms Playbook

Building strategy that respects family governance while still making room for outside-in ambition

- Executive
- Intermediate
- Template Included

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- 12 June 2022
- 3 minute(s)

Overview

A framework for setting strategy in a family- or founder-controlled business, where ownership, governance, and succession shape what's strategically possible in ways a public company playbook doesn't capture.

Does this apply to founder-led companies that aren't family-owned?

Yes — the core tension (concentrated, values-driven ownership shaping strategic choices) applies to founder-controlled companies generally, not only multi-generational family firms.

How does succession fit into this?

Succession is treated as a strategic input, not a separate HR process — the strategy has to be credible under the current leader and under a plausible successor.

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