



Ownership Thinking: How to Succeed as a Family Business in Today's Economy

Alex Freytag, Vice President, Ownership Thinking, LLC

January 28, 2009

In this study presented at the Conway Center for Family Business, Alex Freytag, Vice President of Ownership Thinking, LLC explores **How to Succeed as a Family Business in Today's Economy** based on an Ownership Thinking business model.

Ownership Thinking is a way of doing business that helps employees think and act like owners. The things that keep owners awake at night are very different than the primary concerns of their employees. Ownership Thinking is a tool which allows owners to share the insomnia and improve business performance by engaging employees.

According to the National Center for Employee Ownership, an average of 8% of profits falls through the cracks in all companies in all industries. A key to financial success is to encourage employees to become active participants in finding this lost money and driving leading activity-based measures (key performance indicators) that will have the greatest impact on the success or failure of an organization.

Getting employees involved starts with establishing expectations for owners and their employees, a set of rules Freytag called an adult contract. Do respect one another, do help one another, do have an environment where employees can admit mistakes and do protect the business. Don't shoot down each others' ideas, don't hide problems, and don't argue with reality or things that can't be changed, said Freytag.

Ownership Thinking believes that family businesses should establish rapid improvement plans to improve their bottom line. By identifying key performance indicators, determining objectives and engaging all employees to participate, family businesses can develop and implement a plan that will be successful in meeting short-term improvement goals.

Presentation Materials Available

Members can obtain a copy of the Alex Freytag's power point presentation on the Ownership Thinking business model by visiting the Members Only section our website at www.familybusinesscenter.com. Members and non-members who would like further information about the Ownership Thinking annual conference or if you want to subscribe to the Ownership Thinking e-newsletter, contact Alex directly at alex@ownershipthinking.com.