

# John Broons' – The Family Business Guy's Family Business Succession Program



It's Time To Start Your Family &  
Business Succession Journey.  
Build Your Own Succession  
Plan **Now!**

10 Month Program  
February to  
November 2019

One half day per  
month

Small Group  
Limited Numbers  
(max. 12 people)

Get Your Questions  
Answered  
- Then Question  
Your Answers

Starts Feb 19<sup>th</sup>  
2019

Investment  
\$9995- plus GST

If you are in business with members of your family, and growing your business and succession is on your mind, then come along to learn about the systems you are working in and build your own personal/family/business plan.

Every family is unique, just as every business is unique and, of course, every person is unique. This makes it so much more difficult to resolve any issue or challenge that arises.

However, there are similarities between all families and businesses that enable us to gain clarity to design and construct an appropriate strategic plan for both.

Working individually and together you will uncover the elephant in your room, resolve an internal broken line of communication or create adequate family/business boundaries.

In 10 monthly sessions you will learn more about:

- Foundations to Family Business
- The importance of History, Culture and Values
- Communication
- Trust, Rules and Boundaries
- Financials – Money, Structures,
- Legal – Wills, Estate Planning, Ownership
- Governance – Family Rules (Charter), Business Boards,
- Leadership – Who's next, How to choose
- And more!



**John Broons**

Specialist Family Business Advisor FBA  
Fellow of Family Firm Institute (Boston)  
Chairman at The Executive Connection

*Bookings essential as numbers are strictly limited.*

**Failing To Plan Is Planning To Fail!**



# 12 Reasons Your Family Business **MUST HAVE** A Succession Plan

As A Retiring Parent/Owner/Leader You Want:

1. Family Harmony To Continue Over The Long-Term
2. To Keep Your Self Identity
3. Funds For Your Retirement
4. To Reduce The Business Risk

Your Successor Wants:

5. Their Abilities Recognized
6. Power And Control
7. Capital For Growth
8. To Take Risks Needed To Drive Growth

Your Successor, Not Employed In The Business, Wants:

9. To Be Treated Fairly
10. Input On Key Decisions
11. Return On Investment
12. Protection Of Capital & An Exit Plan

**Join John In Perth In 2019**





# Get Help To Overcome These Problems Now!

- It All Feels Too Hard
- Your Children Have Started Asking Questions About The Business & Their Future
- You Don't Know Who The Next Leader Is Yet
- You Haven't Any Idea Of What You Want To Do After Work
- It's Easier To Keep Doing What You Know
- The World Is Changing Around You – Customers, Suppliers, Digitization, Security .....
- It's Harder To Keep Up
- The Next Generation Haven't Proven Themselves Yet
- I Don't Know What The Next Generation Is Thinking

## **John Broons' Family Business Succession Program**

Tuition: \$9995- plus GST

*Direct Deposit to: John Broons Advisory Pty Ltd  
Bank: Westpac BSB 033-000  
Account Number: 615145*



# Testimonials

*John helped our family during a difficult time and enabled better communication between family members which ultimately meant that a resolution to our issues could occur.*

Sophie Stott

Managing Director, Quickmail.

*“John is the real deal when it comes to family business. He has been there and done it himself. He is incredibly well read, aware and compassionate to the issues that arise in family businesses. John is my go-to guy for any issues that arise in my family business, I could not recommend him more highly”*

Jeff Ash

Sales Manager, Filter Supplies (WA)

*I have had occasion to discuss issues encountered in advising family businesses with John and have found John’s advice and perspective to be valuable and insightful. Over the years I have felt confident to refer matters to John, and have had positive feedback from the stakeholders.*

Agnes Vacca

Partner In Charge, KPMG.

*John’s “can do” attitude is a key to his success. He provides that safe collaborative environment for all in group sessions. It is the things we don’t know but need to know! John is proactive in helping each of us understand, comprehend and find solutions. John brings to our table his wealth of knowledge and experience in running a family business as well as other businesses that he has worked with.*

Lynne Cozzi

Director, Bluegem Software Solutions

*John’s ability to draw on both his own rich history in family business and his career as a family business advisor is incredibly valuable.*

Shane Davies

Managing Director, Davies BDM

*John has such a lifelong passion for the area of family business, he is one of only two accredited fellows of the Family Firm Institute (“FFI”) that resides in Australia. I highly recommend John Broons to any family business looking for some external assistance, that will help them to successfully & effectively progress their business (and family) to the next stage.”*

Lyll Bear

Director, CBSW Pty Ltd

*To find out more about John you can visit his website*

[www.johnbroons.com](http://www.johnbroons.com)

*Or you can view his informative and educational videos*

*on John’s YouTube Channel: John Broons – The Family Business Guy*

<https://www.youtube.com/channel/UC5qjDH7t8KGxfIDeVwqfInQ>