

# Redefining Success Across Generations

Business families understand that business is a marathon, not a sprint. By marrying the expertise of an enterprise with the soul of a family, we build values-based businesses that strive to deliver inclusive growth, better manage risk and foster resilience. Through the positive impacts we create, family businesses are redefining success across generations.

## Why Should I Get Involved?

Family businesses are uniquely positioned to lead change

FFI, 2017

Represent

2/3

of all companies

Employ

60%

of global workforce

Contribute over

70%

of global GDP

## Purpose-driven companies deliver positive performance

Project ROI, IO Sustainability, 2015

Increase revenue by up to 20%



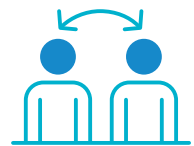
Reduce cost of debt by at least 40%



Increase company valuation by 40% - 80%



Decrease staff turnover by up to 50%



## \$12 trillion in new business opportunities

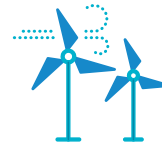
BSDC, 2017



**Food & agriculture**  
\$2.3 trillion



**Cities & urban mobility**  
\$3.7 trillion



**Energy & materials**  
\$4.3 trillion

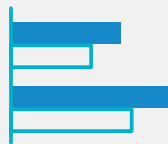


**Health & well-being**  
\$1.8 trillion

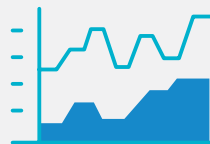
Delivering market solutions that benefit society in key economic sectors

## How Do I Start?

Take the Polaris Impact Assessment



**Get a Baseline:**  
Assess your impact in governance, employees, community & the environment.



**Compare your Impact:**  
See how you stack up against thousands of other businesses.



**Improve your Performance:**  
Create a plan to enhance your family business' practices.

Polaris is a global movement of business families focused on maximising economic and social impact, while safeguarding the environment we all share. We enable learning, innovation and co-creation to redefine success across generations. [www.fbn-i.org](http://www.fbn-i.org)