



5 Principles of Healthy Intergenerational Transitions

1 | The Rising Generation Steps Up & Chooses

The rising generation gains clarity for themselves, earns trust, and makes choices about their place in the family and the business.

2 | The Senior Generation Prepares & Lets Go

The senior generation defines their financial goals, nominates a timetable, and clarifies the vision for their Next Chapter.

3 | All Family Members Count

Transitions are enriched by the perspective of every spouse and family member regardless of their generation, employment, or ownership status.

4 | The Best Counsel is Collaborative

While the family sets the vision and goals for transition, advisors collaborate to test and support their implementation. None of us is as smart as all of us.

5 | Both Generations Seek the Common Good

Transitions are messy and usually require significant investments of time, emotional energy and money. The hard work may lead to a priceless outcome: a flourishing family and business.