



4 PRINCIPLES of Healthy Cross-Generational Transitions

1. The Rising Generation Steps Up ... Prepares, Leads, Chooses

The rising generation earns trust by demonstrating competence to manage self, their marriage, their career; the courage to take prudent risks; and the commitment and competencies to lead the development of thoughtful Transition Proposals ... AND, most importantly, the Family Enterprise.

2. The Controlling Generation Prepares to Let Go

The controlling generation proposes principles of transition, defines their financial goals, outlines a tentative timetable, and crafts plans for their Next Chapter. They collaboratively lead and mentor the rising generation. Of course, they may challenge, accept, change, or reject the rising generation's Transition Proposals.

3. All Family Members Count

Transition discussions and plans are enriched by the perspectives of spouses regardless of generation, employment, or ownership. After all, this IS a family business.

4. The Best Professional Counsel is Collaborative

While the family sets the vision and goals for transition, a variety of professional advisors are required to structure and support the conversations and planning of both generations. DVFBCC guides the evaluation, selection, and coordination of professional advisors to assure the best results through these one-in-a-lifetime transitions. None of us is as smart as all of us.