



Enterprising
Rural Families:
Making it Work™

An online course for the rural family business



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**Canadian
Farm Business
Management
Council**

**University of
Wyoming
Cooperative
Extension Service**

**Lifeline,
Central
Queensland,
Australia**

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An Online Family Business Course

- Project objectives
 - To develop and deliver an international, on-line credit and non-credit course
 - To teach a process for finding success, resilience, and satisfaction for rural families engaged in enterprises
 - To collaborate with educators and family businesses in the United States, Australia, and Canada



Project Benefits to Students

- Provide an on-going, rich learning experience for participants
- Increase the appreciation of cultural differences and similarities
- Improve an understanding of global issues
- Foster a positive working climate among global partners
- Provide people with appropriate concepts, tools, and skills to deal with immediate challenges as well as long-term resilience



- Students will
 - Develop profitable businesses for the future
 - Develop critical thinking skills and abilities
 - Recognize their potential and act on opportunities with confidence
 - Increase their understanding
 - compensation approaches
 - decision making processes
 - conflict management
 - enterprise productivity
 - team building



Course End Point

- Students will achieve
 - A realistic analysis of where they are currently
 - Gain confidence through tools, skills, and resources to address necessary changes to move forward
- To achieve the end point
 - Students will complete a self-driven activity in one of the following areas:
individual, family, business, or community



Project Benefit to Communities

- Project will
 - Increase economic activities
 - Develop competitive businesses
 - Develop strong businesses comprised of resilient people
 - Create strategic planning and managing



The Online Course - Preliminaries

- The course
 - Designed for individuals involved in rural family business
 - Available for college credit or for non-credit
- The students
 - Should have certain computer requirements, which will be fully explained before they can enroll
 - Will include people from the three countries



Course Introduction

- The course focus
 - Three significant factors that directly make up the family enterprise: the individuals, the family unit, and the business
- Special emphasis
 - The study of individuals within the family unit and the role of the family in the business
- The systems
 - Local, regional, national, and global communities and external environments will be examined



Pre-Course

- E-college (online) requirements & tutorial
- Course etiquette
- Course objectives
- Introduction of instructors
- Identification of course mission, charter, values, norms, and limitations
- Student expectations
- Student temperament assessment
- Personal responsibility
- Waiver



Course Structure

- Course will run 15 weeks
- It will consist of:
 - Written presentations
 - Online chat sessions
 - Threaded discussions
 - Readings
 - Viewing of videos
 - Case studies
 - Vignettes



Who are you and what do you do?

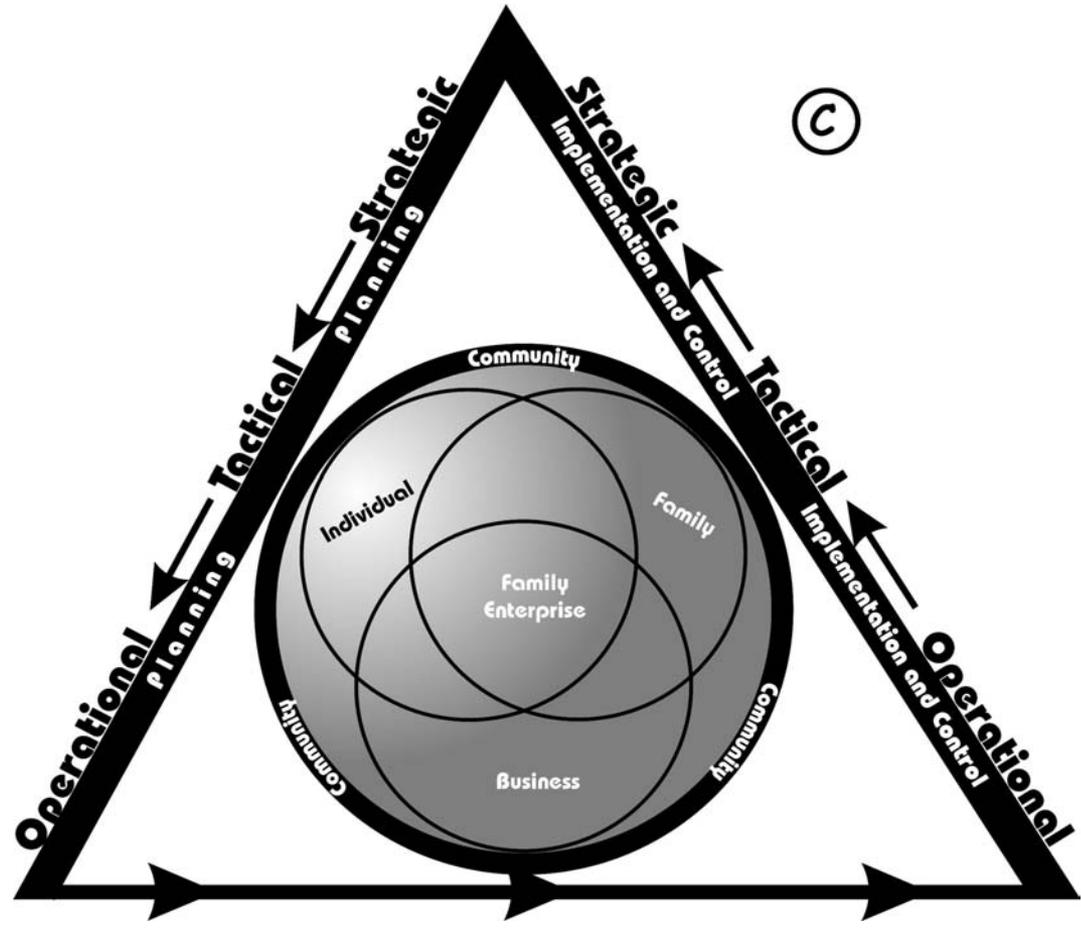
Module One

- Students introduced to family business scenarios realistically portraying different types of family businesses in different countries
- Students describe themselves and family structures – discuss certain aspects of their family business
- Introduce and discuss the uniqueness, characteristics, and issues facing family businesses
- Students gather information about other students and their businesses



The Family Enterprise Model

Transition One





Where are you now & how did you get here?

Module Two

- Why are you doing this? Discuss your choices and options
- Chart individual/family/business values and timeline
- Learn about family/business/life cycles
- Identify roles in family, business, and community
- Complete personality and skills inventories and risk assessments for individual and family
- Discuss characteristics of a successful family business



Transition Two

- What do you like? What is really good about where you are now?
- Describe an experience, decision, or action that made a positive change for you, your family, or the business
- What would you like to change (individually, in family, or in business)?
- What/where would you like your business, family, and yourself to be in three years?



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Module Three

How do you get to where you want to go?

- Visioning of individual, family, enterprise, and community
- Focus on the fit of self (your values and principles) with others (family and business)
- What are your options?
- How will you get there?



Module Four

Moving forward

- The end point of the course
 - realistic analysis of where they are now
 - to gain confidence through tools, skills, & resources to address necessary changes to move forward
- To achieve the end point
 - students will complete a self-driven activity in one of the following areas:
individual, family, business, or community



Project Option A

The Individual

Quality of Life Plan

Tools

- **Retirement/career assessment**
- **Risk management style**
- **Time balance management**
- **Stress/health management**

Financial Health Strategy

Tools

- **Personal financial management**
- **Later life security and retirement plan**
- **Legal health plan**

Project Option B

The Family

Family Resilience Plan

Tools

- Problem solving
- Family job description
- Conflict resolution
- Family meeting
- Family financial plan
- Coping with stress and crisis

Balancing Family & Business

Tools

- Family meeting
- Time management
- “Living in same yard”
- Fairness/equity/need
- Family financial plan
- Integrate next generation
- Conflict resolution



Project Option C



The Business

Family/Business Handbook

Tools

- **Human resource plan**
- **Policies**
- **Business charter**
- **Conduct**
- **Conflict approach**

Family Business Meeting Plan

Tools

- **Advisory council**
- **Problem solving**
- **Decision making**
- **Facilitation**

Project Option D

The Community

Community Decision Making

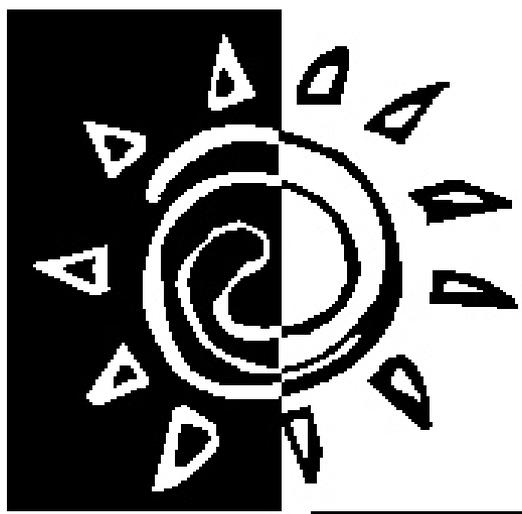
Tools

- Public policy decision models
- Roles and functions of chambers, civic groups, and trade associations
- Local government boards and commissions

How Rural Economics Work

Tools

- Culture and values of local economy
- Models that identify economic movers/shakers
- Creating alternative economics



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The End