

eEnterprising Rural Families™ Making It Work

Enterprising Rural Families is an online non-credit course for the rural family business developed and taught by a team of instructors from Wyoming, British Columbia, and Queensland.



Goals ~

- ☼ Provide rural families with the tools and skills to deal with immediate challenges and build long-term resilience
- ☼ Create skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence
- ☼ Increase awareness of cultural difference and similarities
- ☼ Understand the four systems of a family business: Individuals, the family unit, the business enterprise, and the community



Impacts ~

Participants who complete *Enterprising Rural Families* will:

Gain awareness and knowledge of the uniqueness of the family enterprises and the characteristics of families in business;

Recognize the importance of analyzing their current situation;

Evaluate how they fit into their individual, family and business systems;

Learn about tools and resources available to people in family business;

Realize and appreciate the importance of family communication;

Increase knowledge of skills and tools needed to build successful family businesses;

Evaluate where they want to be in their family business and **investigate** realistic options; and

Develop a plan of action for making change.



For More Information ~

- ☼ Visit us on the Web at <http://eruralfamilies.org>
- ☼ Contact us at information@eruralfamilies.org

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