

## ***The Lifeline***

The *Lifeline* is a simple exercise that requires imagination, courage, and a capacity to translate a vision into action and concrete results. Something an entrepreneur has succeeded in doing more than once in his lifetime.

In the following tables, use words, numbers, questions, images, or symbols to note the current characteristics of your family, your company, and the family ownership in the first column.

The next columns focus on “if the trend holds...” Describe what the characteristics of the family, the company, and family ownership will look like in 5 years, 10 years, and 15 years.

In the last column, note down the conditions required and actions to take to ensure the development noted.

The point of this exercise is to put things in perspective. And don't forget to include you, the owner-manager!

And, in the second phase, or even the first, do this exercise with your family partners and business partners.



<b>The Family</b>					
	<b>Current Situation</b>	<b>In 5 Years</b>	<b>In 10 Years</b>	<b>In 15 Years</b>	<b>Conditions Required and Actions to Take</b>
<b>Father</b>					
<b>Mother</b>					
<b>Children</b>					
<b>Others</b>					



<b>The Company</b>					
	<b>Current Situation</b>	<b>In 5 Years</b>	<b>In 10 Years</b>	<b>In 15 Years</b>	<b>Conditions Required and Actions to Take</b>
<b>General Position</b>					
<b>Sales</b>					
<b>Number of Employees</b>					
<b>Products</b>					
<b>Market</b>					
<b>Management</b>					
<b>Structures</b>					
<b>Financing</b>					



<b>Ownership</b>					
	<b>Current Situation</b>	<b>In 5 Years</b>	<b>In 10 Years</b>	<b>In 15 Years</b>	<b>Conditions Required and Actions to Take</b>
<b>Family Shareholders</b>					
<b>External Shareholders</b>					
<b>Limits</b>					
<b>Entry Terms</b>					
<b>Exit Terms</b>					