

Family Business Resilience in a Time of Crisis and Innovation

Lockdown to Recovery

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A photograph showing several forensic anthropologists in white protective suits and gloves working on a site. They are kneeling on the ground, which appears to be a dirt or sand surface. One person in the foreground is wearing yellow boots. The scene is dimly lit, suggesting an outdoor or semi-outdoor environment. The text is overlaid in white, bold font in the center of the image.

A social/forensic
anthropological approach
An analysis of BEST Businesses

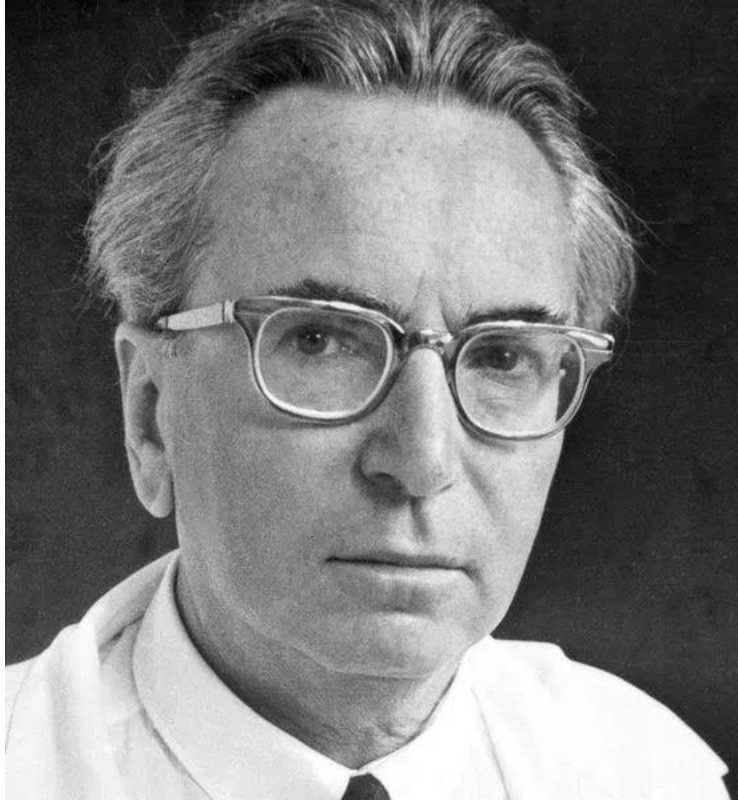
What are the things successful family businesses doing to survive and thrive?



MEANING/
PURPOSE



STRATEGIC
PIVOTING



LIFE IS NEVER
MADE UNBEARABLE
BY CIRCUMSTANCES,
BUT ONLY BY LACK
OF MEANING
AND PURPOSE

VIKTOR FRANKL

Those who have a **why** to live,
can bear with almost any **how**

- Viktor Frankl

FAMILY LEGACY

THE SOURCE OF MEANING AND PURPOSE
FOR
FAMILY BUSINESS



Think of Family Legacy as the Mortar between the Bricks!

Continuous Commitment Vs. Value Commitment



Family Business Legacy creates Resilience

Successful Family Businesses build Legacy



MEANING/
PURPOSE



STRATEGIC
PIVOTING

No one has seen anything like this before!

A booming global Economy shut down so quickly...





“Everyone has a plan ’til they get punched in the mouth.”

Mike Tyson



The
WALT DISNEY
Company



Some of the best companies are built
in a recession... By PIVOTING

FOCUS ON ESSENTIAL INDUSTRIES/CUSTOMERS

Non-Essential Companies really thinning down

Successful Family Businesses PIVOT



PIVOTING

- Live on the Boundary of your organization
 - Spend time on the edge of your organization rather than the center
 - Pivot Points: Points of Opportunity – Venturing
 - Disruption give us the opportunity to define the ‘new’ normal

Pivoting

- Look for Opportunities
 - Shorter Term Planning Cycles
 - Un-met needs, in essential industries/markets
 - Access to resources
 - Customers ready to buy RIGHT NOW

Pivoting and Performance

- Work with Zealous Tenacity
 - High energy Vs. Waiting for thing to return to “normal”
 - Zeal for business and dogged tenacity to win
 - Do more with less

Family Business Essentials for Resilience and Innovation



MEANING/
PURPOSE



STRATEGIC
PIVOTING