

The PwC Family Business Survey 2018 - why not be part of it?

By Paul Hennessy, PwC



Paul Hennessy is an audit partner at PwC and currently leads the Firms Family Business Practice. He has extensive experience of advising private companies, family businesses and their owners on issues such as strategy, structuring, governance, succession and value realisation.

In this article, Paul discusses the practical benefits that family businesses can gain from participating in the 2018 PwC Family Business Survey.

For almost 20 years the PwC Family Business Survey has probed, encouraged, challenged and supported the family business community right across the globe. It has raised relevant and timely issues and helped to frame the agenda through which family businesses can develop and thrive.

The survey, which was started here in Ireland, takes place every two years and has become one of the most important recurring pieces of research in the sector. It compiles the views of over 2,500 family businesses from around the world on a range of relevant issues and reports them in a manner which enables individual companies and territories to benchmark themselves against global trends and previous performance.

In addition, one of the real attractions of participating in the survey is that participants can arrange to have a member of the PwC family business team come and discuss the

findings of the survey as they apply to their own business, so that participation provides an opportunity for customised feedback as well as a range of general benefits.

The survey is recognised for ensuring that family businesses are reminded of those issues which they must confront. It also helps them to determine the actions which they should take to deal with these issues.

The 2018 survey will be published in November 2019. The research is currently ongoing and a high participation from Irish family businesses is anticipated. Participation is easy. Just use the attached link to access the questionnaire and complete the questions in total confidence.

In November 2019, you will have access to a unique benchmarking tool for your business as well as receiving all of the information and findings contained in the survey. You can also have a member of the PwC team come and discuss with you the findings of the survey as they apply to your business.

This is a real opportunity to be part of a key piece of research with direct benefits for your business. We encourage all of our readers to complete the survey and be part of a unique initiative which is informing the future development of family businesses across the globe.

[Participate in the PwC 2018 Family Business Survey](#)