

Reinventing the Family Business



50% of the gross domestic product

35% Fortune 500 are family businesses

Wal-Mart, Ford, Mars Corporation, J.P. Morgan,

Firestone, DuPont, Levi Strauss

60% of total job employment

78% of new jobs created

Reinventing the Family Business



30% make it to 2nd generation

10-15% make it to 3rd generation

5 of every 100 make it to 3rd generation!

**Family businesses that make it to 3rd generation
tend to be very successful.**