

# Family Business Practice

## Business Development

### Cleobury Mortimer, Shropshire

Established in 2015, the Family Business Practice is a unique Midlands-based Business Development organisation for owner-managed and family businesses, as well as businesses that supply owner-managed and family businesses.

The Family Business Practice is the brainchild of Peter Roper, the Family Business Man. He wanted to build a network of owner-managed and family businesses who understand that family businesses are different. In doing so, he wanted to help some of the 3 million family businesses in the UK to feel more valued and be more celebrated than they sometimes are.

Today, the Practice has over 90 members in the West Midlands ranging from husband-and-wife consultancies to businesses employing over 200 people. The one thing they all have in common is that they are all family businesses and they think, act and do differently to their corporate equivalents.

#### Services

- ◆ Family Business Planning
- ◆ Family Business Succession Planning
- ◆ Family Business Sales Development
- ◆ Family Business Development Strategy
- ◆ Family Business Staff Development
- ◆ Family Business Multi Generation Development
- ◆ Family Business Values and Purpose
- ◆ Family Business Communication
- ◆ Family Business Social Responsibility
- ◆ Family Business Networking Development

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[www.familybusinesspractice.com](http://www.familybusinesspractice.com)



## Family Business Practice

Product / Service	Benefit / Unique Selling Point	Web page / YouTube link
Planning	Creating the route map for the family within the business.	<a href="#">Click here</a>
Succession Planning	The analysis, implementation and development of future generations within the business.	<a href="#">Click here</a>
Sales Development	Learning to create a clear definable strategy for making the most sales as a family business.	<a href="#">Click here</a>
Development Strategy	A clear plan of the business and where it is headed.	<a href="#">Click here</a>
Staff Development	How to maximise the talents of all staff members to the benefit of the business and its workers.	<a href="#">Click here</a>
Multi Generation Development	How to create a road map for future generations of family and non family members.	<a href="#">Click here</a>
Values and Purpose	How to maximise the business opportunity though a consistent message and ethos.	<a href="#">Click here</a>
Communication	How to develop and consistently promote the family business image within its market place.	<a href="#">Click here</a>
Social Responsibility	How to identify, promote, engage and implement both staff and local communities in a cohesive and consistent way.	<a href="#">Click here</a>
Networking Development	How to create and implement an effective networking strategy with all clients, suppliers and partners.	<a href="#">Click here</a>

### Opportunities

Open to enquiries from around the UK.



### Family Business Practice

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