



INFORMATION GUIDE

feat [fēt] noun

an act or achievement that requires great courage, skill or strength

FEAT® is also an acronym for **Family Enterprise Assessment Tool** that is utilized as a foundation for proactive family governance and legacy planning.

It is the first virtual research-based assessment, developed by Dennis T. Jaffe, PhD. and Caroline Bailey of Premier Growth. It is designed to anonymously gather family stakeholder perceptions in a simple and safe environment, allowing every voice to be heard.



FEAT can be a gamechanger for cultivating a thriving family legacy. It offers a foundation to strengthen relationships and provides a pathway to modern legacy planning.

Most families struggle with engagement and communication at some level. Add a family business and geographic dispersion into the mix and it can be even more complicated. FEAT helps bridge the gap that may be separating families and bring them back to the table.

Benefits of FEAT:

- Opportunity for proactive planning
- Understand family perceptions
- Provides structure for productive conversations
- Allows every voice to be heard

FEAT is a true gift to give future generations.



FEAT DEVELOPMENT TEAM

Caroline Coleman Bailey

Caroline Coleman Bailey is a seasoned expert in The Business of Family®. As a third-generation member of a global business family and following an eighteen-year career in her family business, Caroline pursued her own entrepreneurial spirit. Through this transition she identified her value within the family as a catalyst, launching the Family Council in 2006, as founding chair. Combining her professional and personal expertise, with her passion for bridging the gap between business and family, she founded Premier Growth in 2010 and is author of the book, *Rooted In Family: Honoring The Past While Creating Our Future*.

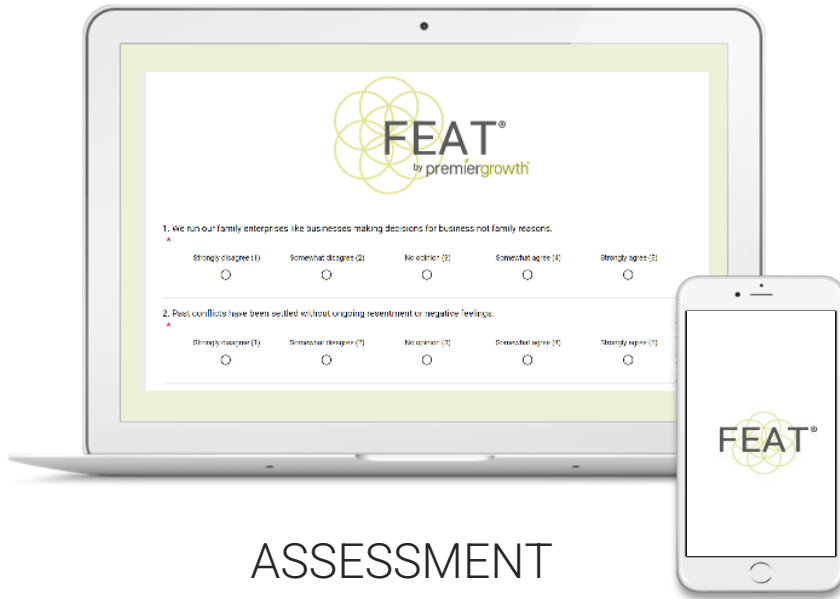


Dennis T. Jaffe, PhD

Dennis T. Jaffe, PhD, is a leading architect in the field of family enterprise consulting. As both an organizational consultant and clinical psychologist, Dr. Jaffe has helped global multigenerational families develop governance practices that build leadership in succeeding generations and financial stability. He is an acclaimed speaker, workshop leader and author of several books, including *Borrowed From Your Grandchildren: The Evolution of 100-Year Family Enterprises* and his most recent, *Wealth 3.0*.



THE FEAT[®] EXPERIENCE



ASSESSMENT SNAPSHOT



REPORT SNAPSHOT



The FEAT report consolidates perceptions of family members in a concise and comprehensive way.

SIMPLE PROCESS, LASTING REWARDS

The FEAT process involves 3 simple steps:



1

DISCOVER

Learn about FEAT and determine if it's right for the family.

2

ACTIVATE

Gather input, communicate with family and launch assessment.

3

ENGAGE

Review results and prepare for family meeting.



FAMILY • ENTERPRISE • ASSESSMENT • TOOL



FAMILY AREAS EXPLORED

- Purpose & Connection
- Trust & Fairness
- Communication & Conflict Resolution
- Flexibility & Resilience
- Preparing the Next Generation.



ENTERPRISE AREAS EXPLORED

- Direction & Development
- Transparency & Collaboration
- Policies for Family Participation
- Wealth & Ownership
- Continuity & Succession



ASSESSMENT

- Family & Enterprise Explored
- 10 Key Areas
- 50 Standard Statements
- 2 Options Offered
- Customization Available



TOOL

- Virtual, User-Friendly
- Research-based
- Anonymous & Confidential
- Efficient & Comprehensive
- English, Spanish & French Language Options



CERTIFIED FEAT FACILITATOR

David Werdiger



David is director of Nathanson Pearson in Melbourne Australia, an established provider of practical and appropriate solutions specifically for high net worth families. As a published best-selling author of Transition he has assisted many HNW families to navigate the complexities of succession planning, intergenerational wealth transition, and family governance.

David's background as a second-generation family member, his 30+ years as a tech entrepreneur, together with a confidential and empathetic relational approach to the challenges of family related business issues, has allowed him to facilitate unique solutions for clients by tapping into his personal knowledge and strategic thinking.

David is a Leaders Council member of the UHNW Institute – a global think tank of practitioners servicing ultra-high-net-worth families. He is on the Faculty for the Family Dynamics domain. He is an accredited advisor at the Family Business Association, on the expert panel at &Simple and Respada, a guest lecturer at Harvard Business School, and has several roles at Swinburne University.

FREQUENTLY ASKED QUESTIONS

What is the goal of using FEAT?

The goal of FEAT is different for every family. It depends on where the family is and the anticipated outcome they want to achieve. FEAT provides opportunity for clarity and transparency in an unbiased framework for impactful change. It is an efficient way to gain anonymous feedback illuminating different perceptions of the family and enterprise dynamics for productive conversations and proactive planning.

What are the key features of FEAT?

- Virtual, 24-Hour Access
- First Research Based Tool
- Anonymous & Confidential
- Efficient & Comprehensive
- Spanish Language Option

What does the FEAT include?

FEAT is comprised of 50 statements (25 on the family and 25 on the enterprise) in areas such as:

- Communication & Conflict
- Preparing the Next Generation
- Policies for Family Involvement
- Continuity & Succession
- Wealth & Ownership

How long does it take?

Approximately 20 - 30 minutes.

How many Family members can participate?

There is no minimum or maximum number of participants.

What is the suggested age to participate?

It is suggested that family members be at least 18 years and older to participate, whether they work in the family enterprise or not.

What if family members are concerned with confidentiality?

Often issues around privacy and confidentiality are about understanding FEAT and how the data will be used. Family data is kept strictly confidential and used only for the purpose of collecting feedback and compiling comprehensive results. Once this is explained, family members feel comfortable, even excited to participate knowing 'every voice will be heard'

How does the FEAT process work?

Once determined it is the right fit your family, your advisor will select a point person to be the main contact with the FEAT Team at Premier Growth to administer the assessment.

The entire process takes approximately 3 - 4 weeks depending on the size and complexity of the family, their availability, and how quickly responses are received.

After each family member has responded, the advisor will receive a digital copy of the family's FEAT Report and engage with the family to review results and create an action plan.

How is FEAT facilitated?

FEAT is intended to be facilitated by a professional advisor.

What does the FEAT report include?

The results are captured in a comprehensive report as a foundation for productive conversations and planning. The FEAT Report includes:

- Key findings in top 10 strengths, opportunities and greatest difference
- Average totals for all key areas and individual scores
- Comparisons across demographic information, options include gender, blood vs. married-in, generation, age, employed vs non employed, ownership, family branch or any customized demographic
- Distribution of responses of family members

The FEAT report gathers perceptions and responses of family member in two key areas: Family and Enterprise – the word 'enterprise' is purposefully used here as a broader term to include a family business or assets shared in common such as investments, real estate, family office or foundations.



For more information and to get started, please contact

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