

Long-term goals, meet short-term drive

Global family business survey 2019

Between 14 January and 20 March 2019, Deloitte's Family Business Center polled 791 executives of family-owned businesses from 58 countries. We asked them how they balance their long-term orientation with short-term demands to support their organization's continued success. Here are some of the most significant findings; access the full report online at <https://www2.deloitte.com/insights/global-family-business-survey>.

65% of executives surveyed say:

Long-term value is more important than short-term results.

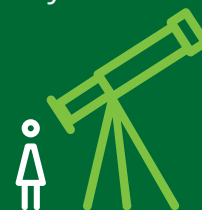


61% of respondents say
agility



is the most crucial attribute of any family business

71% of family businesses with a strategic plan have only planned for the next two to five years



68% intend to keep the business in the family; however, **34%** would trade some family control for greater long-term financial success

49% cite continuing family legacy and tradition as highest priority over the next 10 to 20 years

