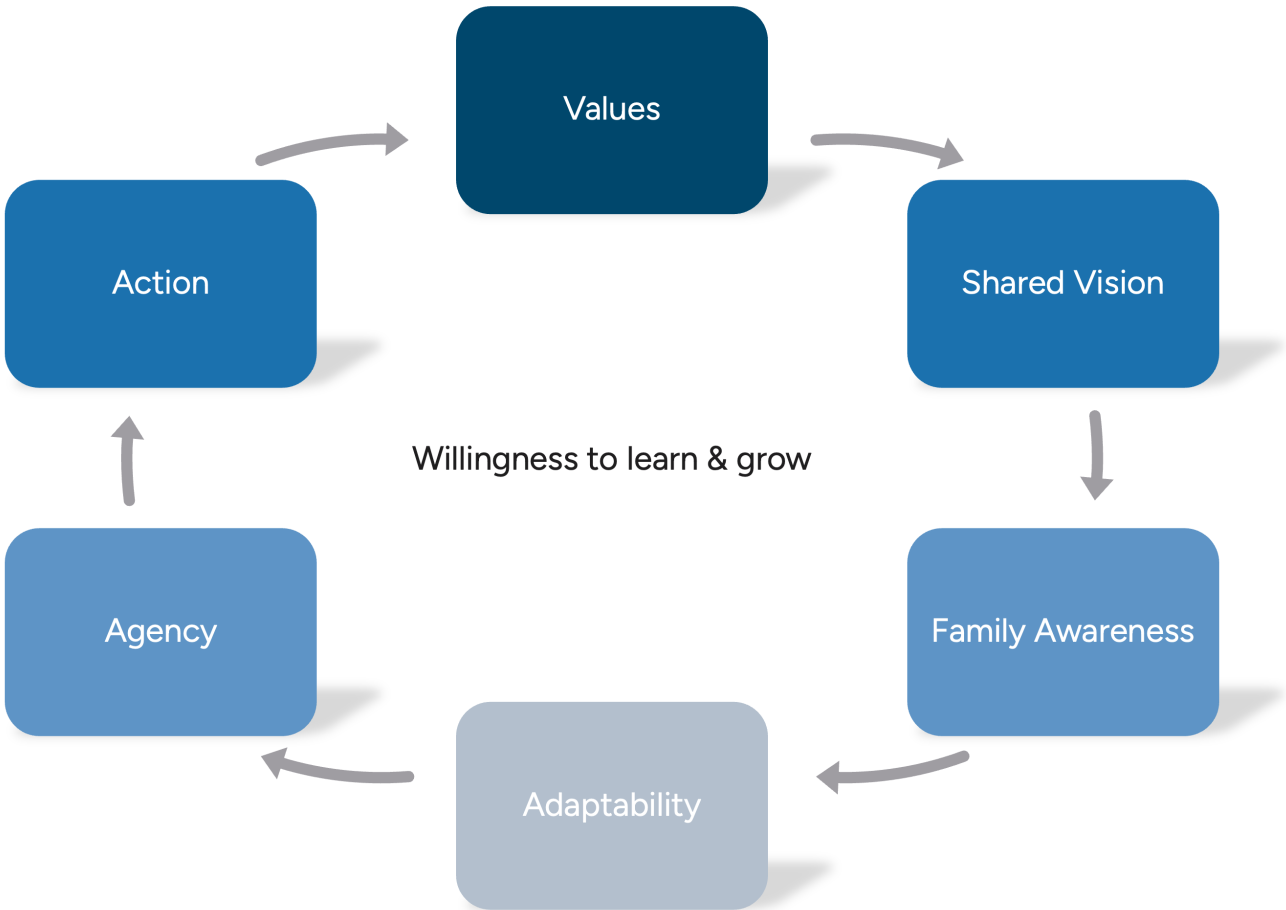


Technology Readiness Cycle for Family Business

GUIDING PRINCIPLES FOR INTENTIONALITY WITH TECHNOLOGY



Values

1. IQ: When we assess new technologies, what measurable criteria will show that they align with our core values?
2. EQ: How do we ensure that new technologies respect the trust and emotional needs of our family, employees, and customers?

Shared Vision

1. IQ: What specific goals or milestones will indicate that technology is helping us achieve our long-term vision?
2. EQ: How do we ensure that our shared vision honors the hopes and concerns of each generation and stakeholder?

Family Awareness

1. IQ: What patterns in our decision-making have led to success or setbacks with past technologies?
2. EQ: How do our emotions, like fear of change or excitement, shape how we approach new technologies?

Adaptability

1. IQ: What specific process will we use to test and evaluate new technologies before fully committing (Pilot Approach)?
2. EQ: How do we support each other when there are fears, disagreements, or uncertainties that surface?

Empowering family businesses of all sizes

Agency

1. IQ: Who in our family or leadership team will own the final decision on which technologies we adopt and ensure that we have the right expertise?
2. EQ: How do we ensure that we are using technology as a collaborative partner (we guide questions with our thoughts) rather than relying on it to solve problems for us?

Action Research

1. IQ: What technology experiment or pilot will we implement first and how will we measure its success?
2. EQ: How will we work to ensure buy-in and reduce fear in those impacted by our actions?

Call to Action

Run a personal pilot.

- Apply the cycle to draft a personal "tech-readiness" plan.
- Use SAM and online AFBG Resources to facilitate and capture your plan.

Draft a technology usage plan for family and business.

- Take what you learned from the pilot and apply it to the family.

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