

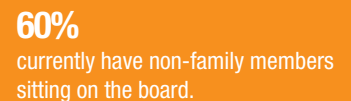
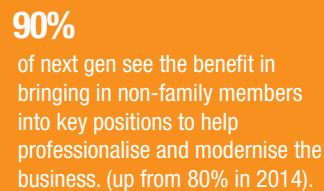
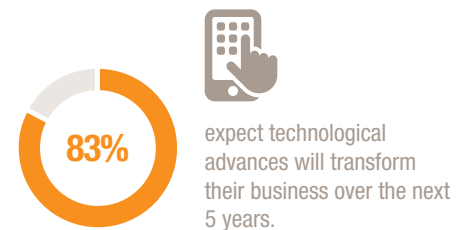
Great expectations

The next generation of family business leaders

PwC's Next
Generation
Survey 2016



268 next gen business owners surveyed across **31** countries



“Family businesses often don't fail for business reasons, but for family reasons.”

 **David Smorgon OAM**
Executive Chairman, PwC's Family, Business and Wealth team

So where to next?



Discuss the impact of digital on the business with key decision makers in the business and the Board and create a digital strategy.



Have a comprehensive, robust and well documented succession plan.



Develop a family constitution as soon as possible.



Spend time focusing just on the family, rather than the 'family business'

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