



SURVIVAL STRATEGIES FOR A DISRUPTIVE ENVIRONMENT

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A glowing lightbulb with a shattered glass top, symbolizing disruption. The background is dark blue with a gradient and some floating glass shards.

Ladies and Gentlemen!

Welcome to the age of disruption!

From evolution to revolution!

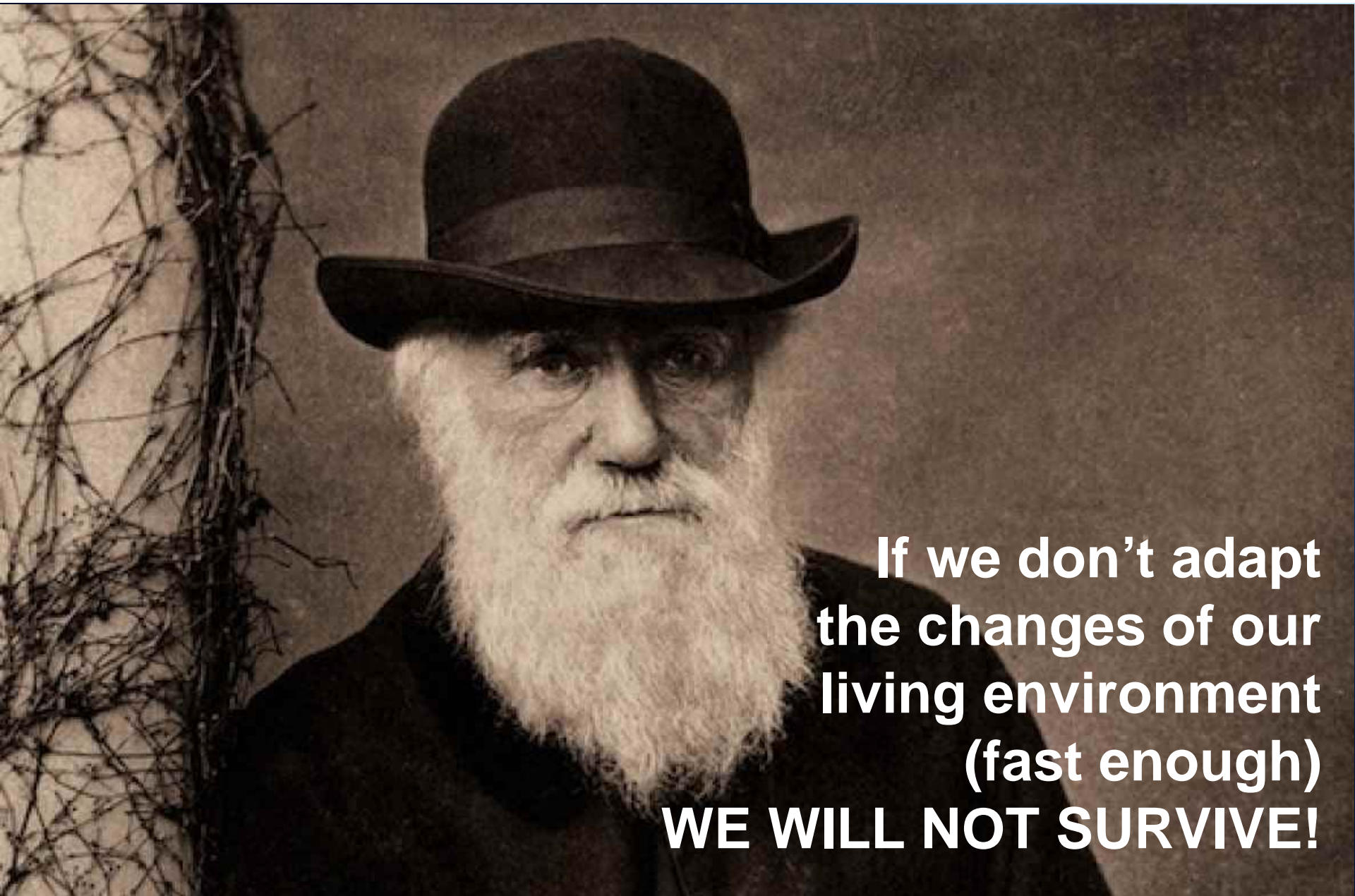
ENTERING A NEW AGE

AGES	MAIN DRIVERS	PREDOMINANT FAMILY BUSINESS
ANCIENT WORLD AND MIDDLE AGE	hierarchical society agriculture and trade regional	farmers craftspeople traders (finance)
INDUSTRIAL REVOLUTION	civil society energy, steel and machines national and international	industrial family business
DIGITAL REVOLUTION	individualization/ emancipation digitalization, internet/AI global	?

CHANGE IS SPEEDING UP

AGE	TRANSFER OF INFORMATION BY ...	DURATION OF INFORMATION TRANSFER
ANCIENT WORLD AND MIDDLE AGE	on foot horse ship	days weeks months
INDUSTRIAL REVOLUTION	train plane phone telegram/fax	seconds days
DIGITAL REVOLUTION	internet	seconds

THE DARWINIAN MESSAGE



**If we don't adapt
the changes of our
living environment
(fast enough)
WE WILL NOT SURVIVE!**

ENTERING A NEW AGE

CHANGE DRIVERS

GLOBALIZATION

DIGITALIZATION

CONSEQUENCES FOR FB

exponential opportunities for growth

more intense competition

new business models

destruction of existing business models

shorter life cycles

POTENTIAL STRATEGIES FOR FB

focus on attractive niches

become best in class

reinventing the fb

risk diversification

becoming an “entrepreneurial family”

sale of fb

ENTERING A NEW AGE

CHANGE DRIVERS

EMANCIPATION

INDIVIDUALIZATION

CONSEQUENCES FOR FB

twilight of the patriarchs

downfall of the traditional family model

“business first” no longer regarded as a matter of course

POTENTIAL STRATEGIES FOR FB

commitment through participation (“owner strategy” process)

define membership in the “owner family”

consider a family foundation

clarify the purpose of ownership, your common goals and values and define binding rules



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