

A photograph of two women in a garden. The woman on the left is wearing a grey t-shirt and blue overalls, holding a tablet. The woman on the right is wearing a white shirt and a straw hat. They are both looking at the tablet. The background shows rows of green plants in a garden bed.

# Sustainability narrative at FBN

Creative scenarios & workshop, 26 Jan 2023

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## Finding the **overarching** sustainability narrative





**Scenario 1**

**Scenario 2**

**Scenario 3**

Simplicity  
Clarity  
Emotion  
Focus

# Scenario 1

# Water



**Without water, nature cannot live.  
Without purpose, business cannot endure.**



**Purpose is to family business what water is to nature – a vital element that sustains life. Without it, we perish.**

**Having a strong sense of our own purpose in the world helps us regenerate and grow in a meaningful way.**

**FBN Purpose helps family businesses connect their reason of existence to responsible actions across the entire organization.**



## Positioning

The base of the family tree, nurturing all of the FBN communities and members.

## Why

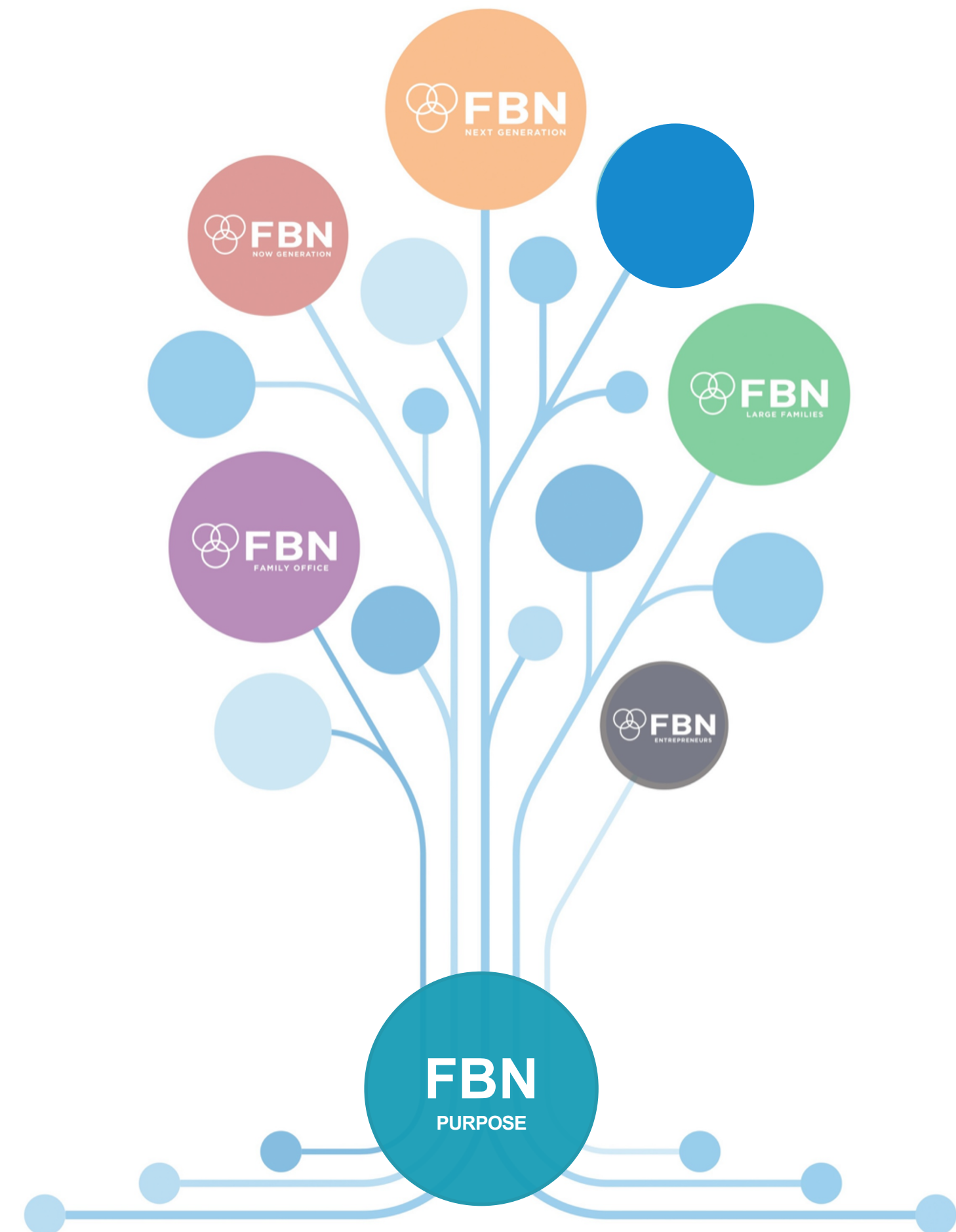
To help businesses thrive, not only survive.

## How

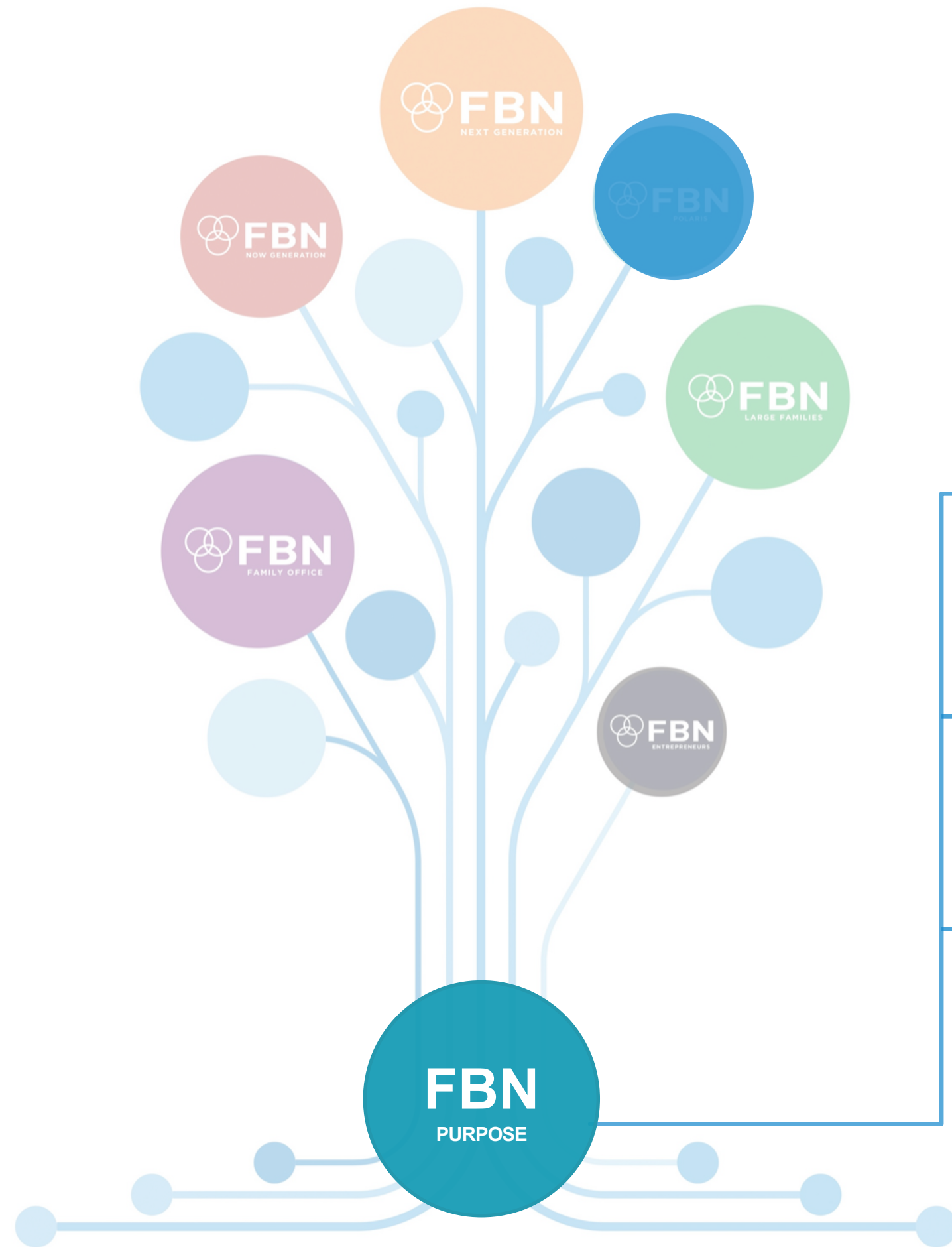
By translating the purpose into a flow of responsible actions.

## What

Tools, best practices and peer support to develop a purposeful and sustainable family business.







## Our job is to:

Help you (re-)discover and act on your purpose.

Provide you with tools and guidelines for putting your purpose into practice. This includes implementation, measuring impact and reporting.

Offer you peer support on how to be a forerunner and a champion of change in your industry.



# Scenario 2

# Guiding star



**For thousands of years, Polaris, the North Star, has been used as a guidance and reference point for navigators and astronomers.**

**Just as early explorers depended on this guiding light to find their way, family businesses need guidance in finding their path to a sustainable future.**



**FBN Polaris is a platform that gives guidance on how to approach and develop sustainability in a family business.**

**It offers a clear framework, best practices, and live Q&A sessions that makes it easy to use for every member.**



## Positioning

The North Star above the family tree, guiding the journey towards a sustainable future.

## Why

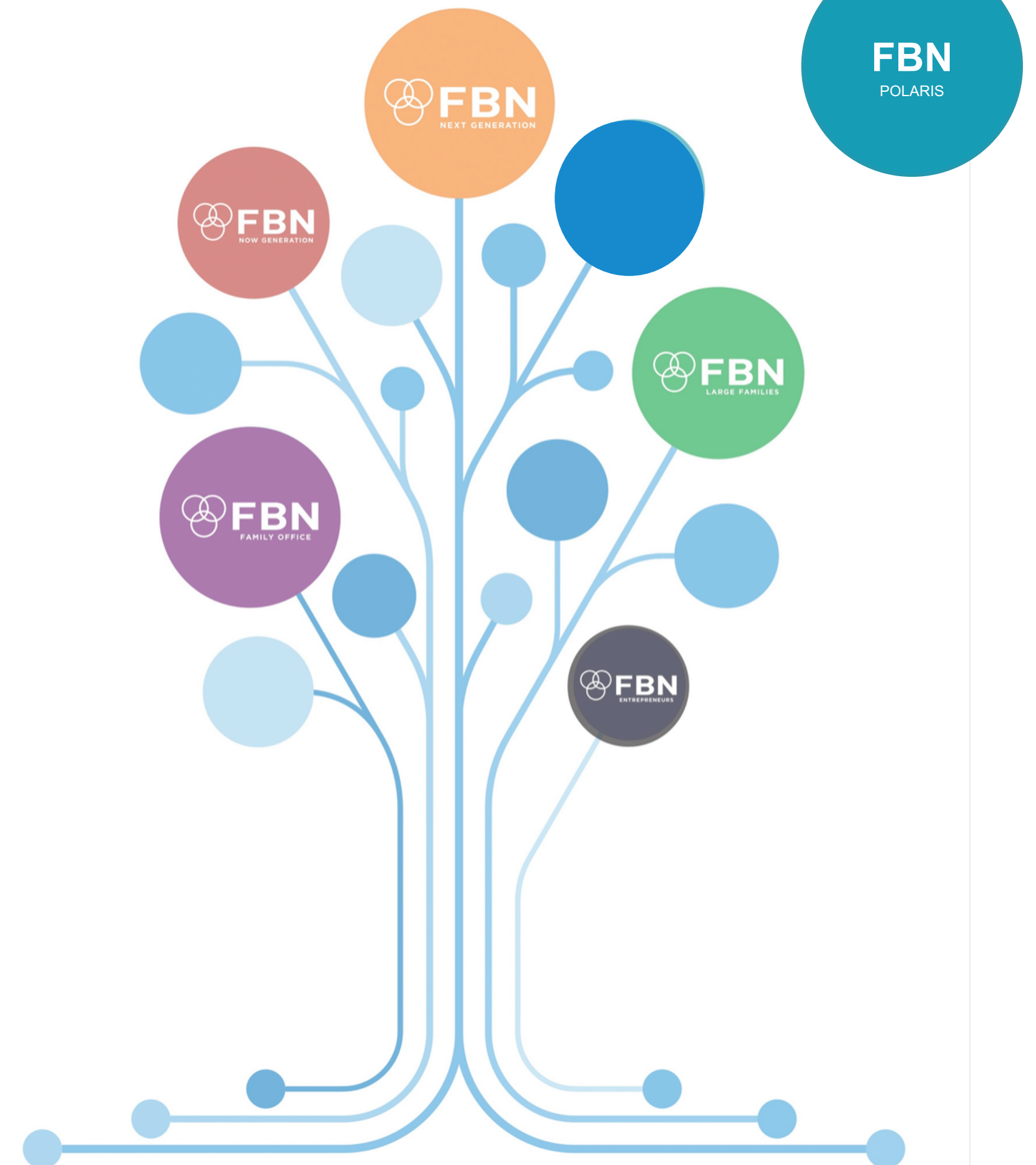
To be a force for good in society.

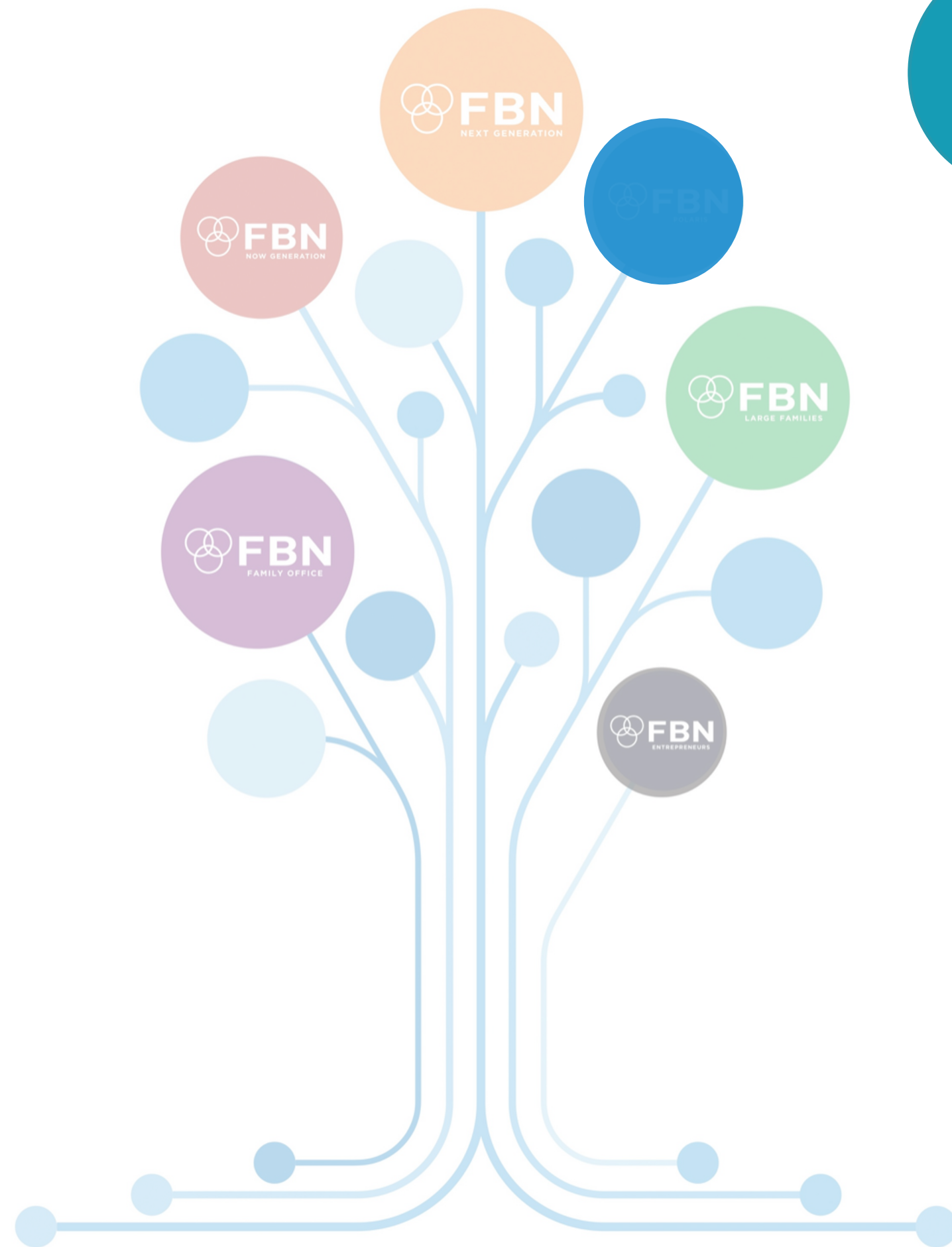
## How

By learning to address sustainability issues in a step-by-step manner.

## What

A platform that makes your job to easier when building an enduring family business.





## Our job is to:

Offer you a framework that you can use independently.

Provide best practices that can inspire you.

Support you in implementing the framework.



# Scenario 3

# The coach



**We sometimes go through challenging times.**

**When that happens, we need someone who is able to see the big picture and guide us on our path. Someone who is impartial and doesn't judge us, but who isn't afraid to tell us the truth, even when it's hard to hear.**

**The coach walks us through our journey of resilience, challenges us, and helps us (re-)connect with the world around us.**



**FBN Impact is the family business coach when dealing with the pressures of building a sustainable future.**

**Instead of one person, you get a team of experienced peers that walk on that challenging path with you and help you succeed.**



## Positioning

The go-to coach that keeps the family tree strong for all FBN communities and members.

### Why

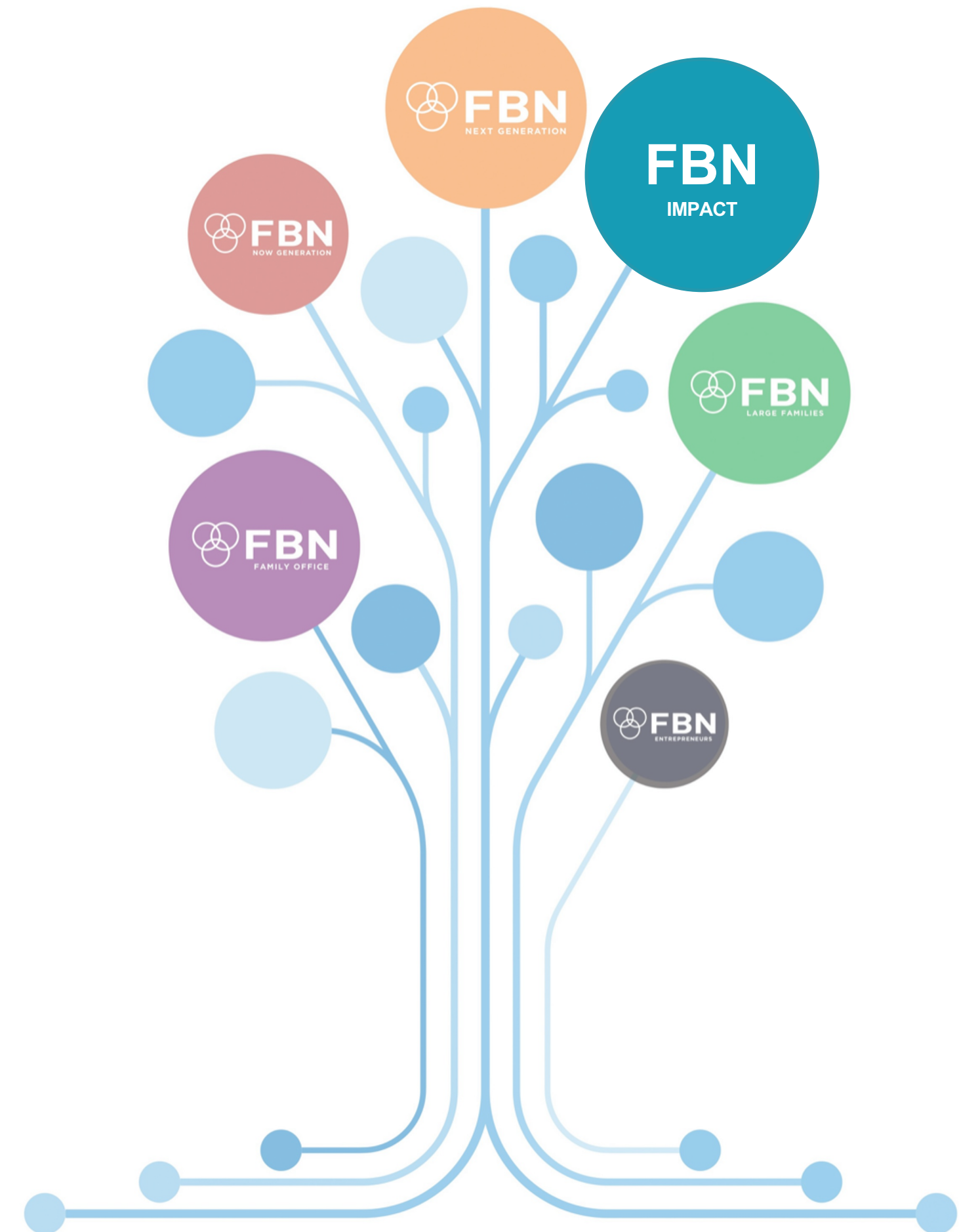
To help family businesses succeed in their path to a sustainable future.

### How

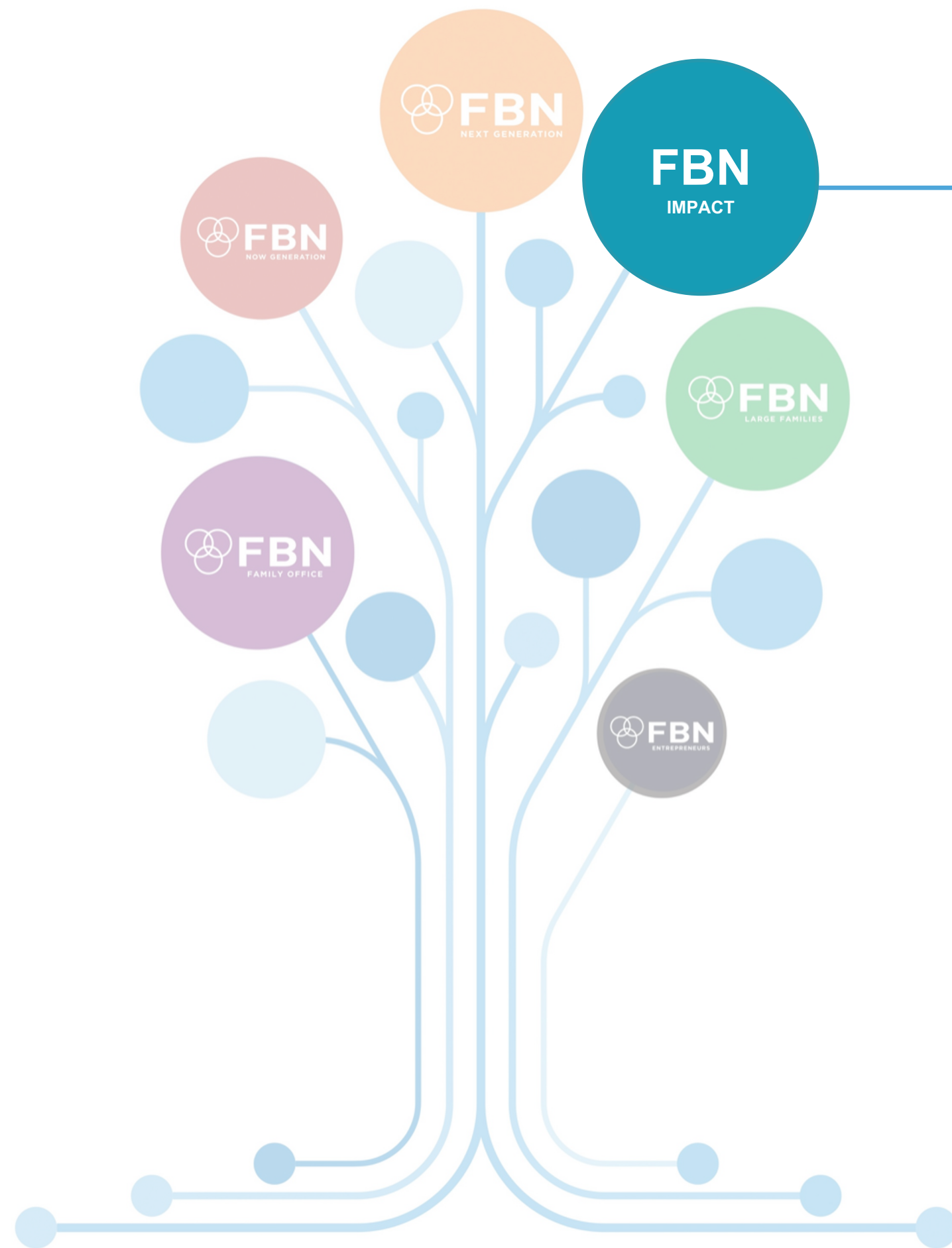
By listening, advising and supporting with hands-on implementation.

### What

Facilitating dialogue, action and change.







## Our job is to:

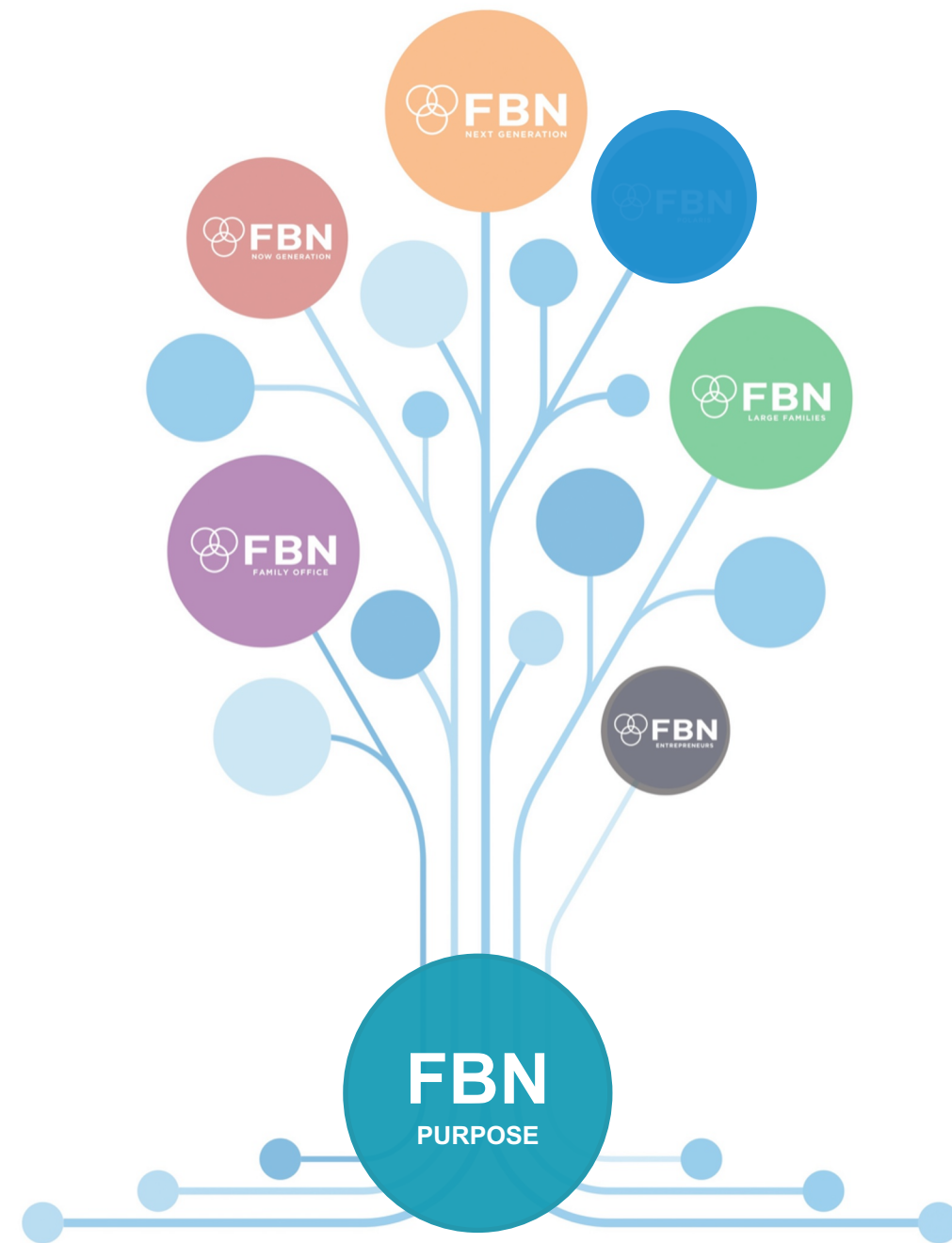
- Have an honest dialogue about your sustainability challenges, and offer you peer support.
- Suggest possible routes with clear methodologies of working, based on own expertise, as well as our own successes and failures.
- Check in with you regularly.



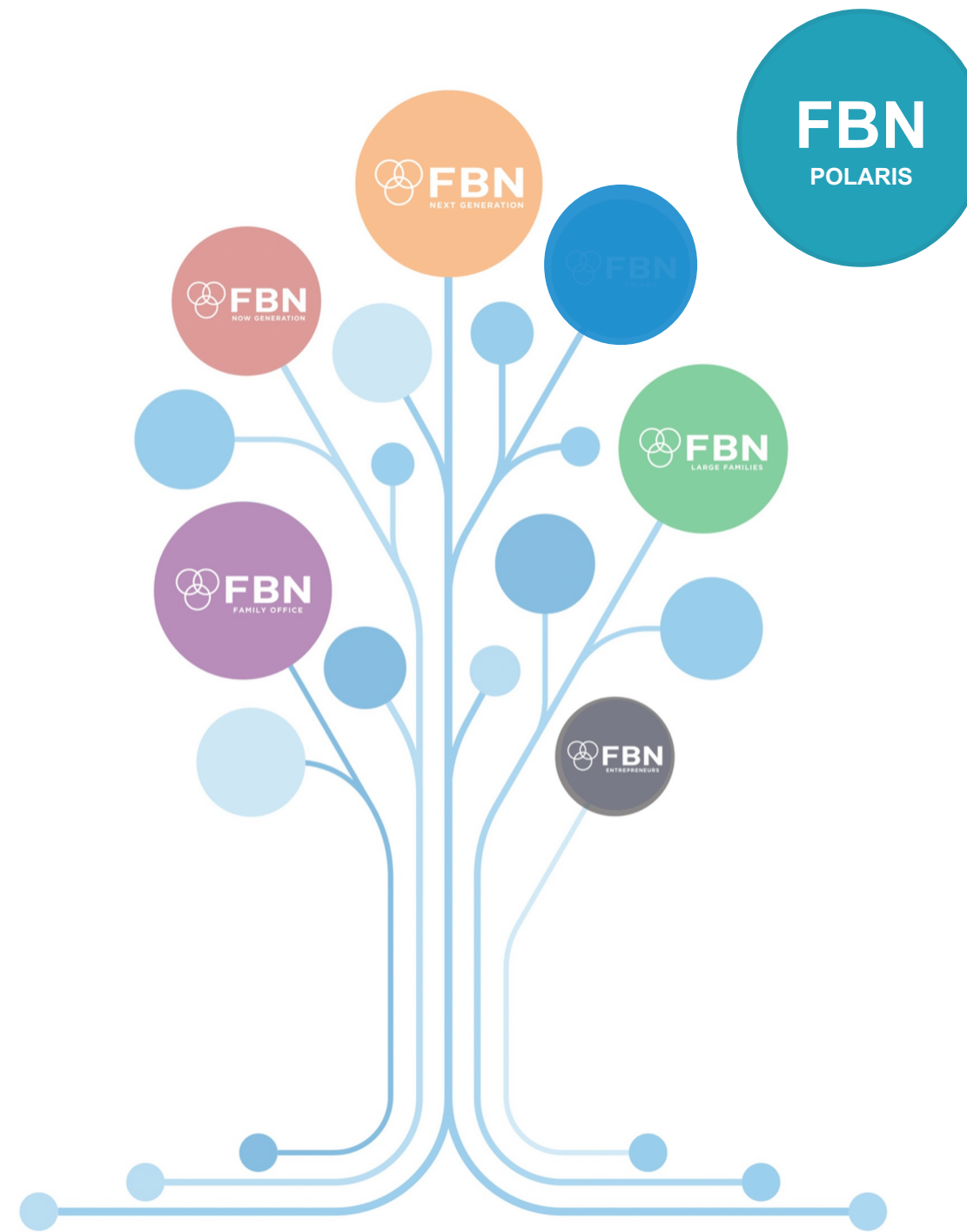
# Workshop



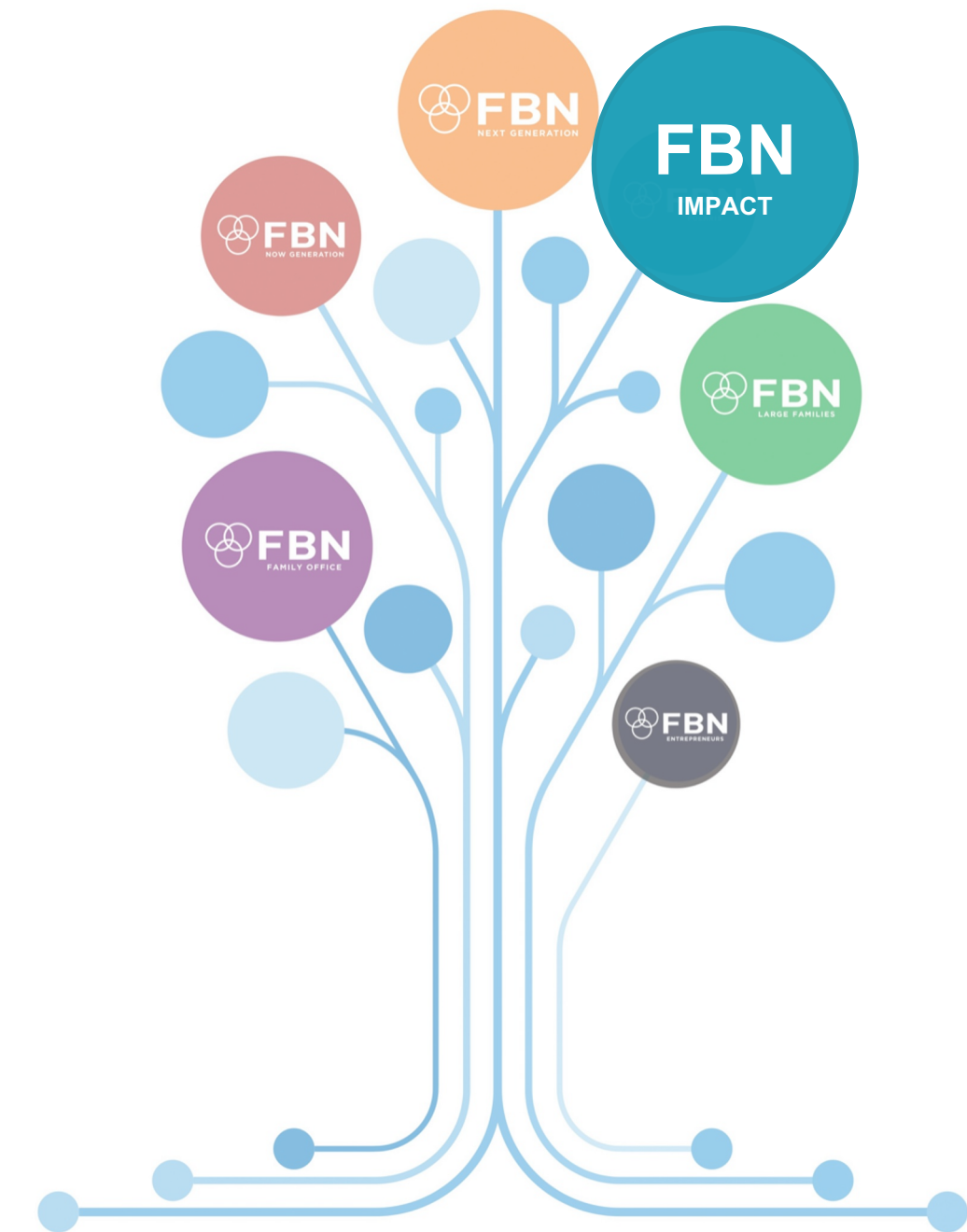
## Scenario 1 Water



## Scenario 2 Guiding star



## Scenario 3 The coach





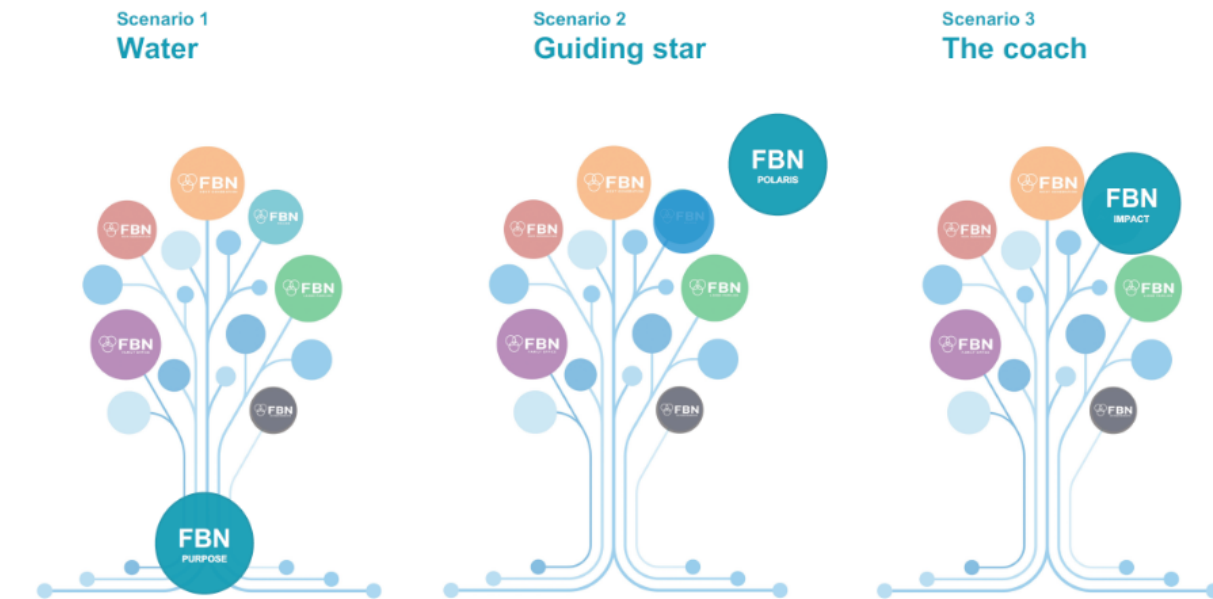
## Workshop instructions

1. Vote for the scenario that sounds most fitting to FBN and to your own chapter.
2. Discuss your choices in the group that you are part of for 15 min.
3. Each group shares their key points eg. best elements or missing elements from the discussed scenarios.



<https://www.surveymonkey.com/r/BK83CRV>

### Three scenarios



☐ Scenario 1: Water

☐ Scenario 2: Guiding sta

☐ Scenario 3: The coach

☐ Other (please specify)

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