

STEP Project for Family Enterprising Strategy (2015-17)

Our Vision, Mission and Aims	Our Structural Pillars	Our Strategic Priorities	Key Risks	Our Key Activities 2015/17 to achieve our priorities
<p>Our Vision</p> <p>To be a leading global family business research project with an international reputation for the insights from our research, that are of relevance to researchers and family business stakeholders.</p> <p>Our Mission</p> <p>Our core mission is to collaboratively research transgenerational entrepreneurship by:</p> <p><i>Producing highly relevant, applied research which makes a tangible difference to the stakeholders of families in business</i></p> <p><i>Developing a community of researchers who can be trusted to provide rigorous and valuable insights into issues associated with transgenerational entrepreneurship</i></p> <p>Our Aims</p> <p>1 To be known for high quality, innovative research on transgenerational entrepreneurship</p> <p>2 To be reputed nationally and internationally for high quality impactful research which informs family business education and practice</p> <p>3 To develop researchers who are at the leading edge of family business entrepreneurship research</p>	<p>Our Pillars</p> <p>Collaboratively – encouraging and supporting affiliates to work together</p> <p>Responsibly – informing responsible, ethical and sustainable entrepreneurship for future generations</p> <p>Internationally – providing a truly co-operative, international experience for our affiliates</p>	<p>Our Priorities</p> <p>A. To increase collaboration within and between regions.</p> <p>B. To deliver high quality published research outputs</p> <p>C. To build the international brand and reputation of the STEP project</p> <p>D. To improve our interaction with families</p> <p>E. To revisit the STEP model and engage affiliates in testing its validity and conceptualisation</p> <p>F. To embrace new methods of collecting and sharing research data</p> <p>G. To ensure revenue streams support our long term financial viability</p>	<p>Our Key Risks</p> <p>1 Research quality and outputs squeezed by competing pressures on affiliates' academic staff</p> <p>2 Affiliates not sufficiently engaged in project</p> <p>3. Regions develop independently of each other</p>	<p>1.1 Analyze quantitative and qualitative data (A, B, C, E)</p> <p>1.2 Develop longitudinal case studies (B, E, F)</p> <p>1.3 Develop new website to enable increased collaboration between members (Priorities A, B, C)</p> <p>1.4 Develop website for families in business with potential for revenue streams (D, F, G)</p> <p>1.5 Undertake summary review of all STEP outputs to date to capture knowledge for website and evaluate STEP model (F)</p> <p>1.6 Meet regularly virtually and face to face to share research ideas, outputs and data (A, E, F)</p> <p>1.7 Plan and host Global Academic Meeting in 2016 with focus on developing outputs for publication (A, B, C, E)</p> <p>1.8 Plan and host Global Summit in 2017 to share knowledge (A, B, C, D)</p> <p>1.9 Each region host a face to face meeting annually to develop research outputs (A, E)</p> <p>1.10 Contain membership growth to focus on building collaboration within existing membership and developing existing members' skills and capabilities to produce research outputs and interact with families (A, B, C, D, E, F)</p> <p>1.11 Branding Activities</p>