



FAMILY BUSINESS

THE FAMILY PRIDE

**DISCOVERING
THE ITALIAN FAMILY BUSINESS CULTURE
AS A SUSTAINABLE BUSINESS MODEL**

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Italian family business

"Family pride"

The family that does business is perceived today by consumers and savers all over the world as a positive value, as a guarantee of reliability and quality of products and business management



Giovanni Agnelli, known as Gianni and also known as the lawyer, was an Italian entrepreneur and politician, principal shareholder and director at the top of FIAT, as well as a life senator

Family entrepreneurs - said the lawyer Agnelli - are entrepreneurs not only "in" a country, but "for" the country.



Brunello di Cucinelli

Family Business: a wealth not only economic but social, capable of building a balanced economic development, attentive to social cohesion and quality of life.



Brunello Cucinelli is a stylist and entrepreneur founder, in 1978, of the homonymous company known for the production of fine knitwear in cashmere, born and developed in the medieval village of Solomeo, in the province of Perugia. Among the awards received the Cavalierato of the Italian Republic and the honorary degree in philosophy and ethics of human relations by the University of Perugia.



Every entrepreneur of the past has left something lasting: think of the Pirelli skyscraper in Milan or the beauty of the factories, today part of industrial archaeology...



Brewery, Varese - Italy



Crespi D'Adda. UNESCO héritage

Crespi d'Adda is a working village
founded by
Cristoforo Benigno Crespi in 1877

Cotton textile sector





Family businesses have more creativity and flexibility





Courage and passion distinguished family businesses, before finance governed the economy.



This reflects one of the problems of modern industry: major investments are only planned in the short term. In Europe we no longer have news of new mills, blast furnace and even investments in large public works have been reduced



But today the entrepreneurial instinct is no longer enough ... in a global market characterized by the very strong mobility of all the productive factors.

Innovation is therefore the obligatory path of our generation of entrepreneurs.

Family businesses are the subject
of a strong "cultural revaluation", compared to a
"managerial capitalism"



Contrary to what has been said and written so far, the family business is not at all "an Italian anomaly"

Worldwide, according to the most reliable estimates, family businesses represent between 65 and 80% of the total companies. Paradoxically, the country of public companies - the United States - is the one with the greatest diffusion of family businesses. If in Italy they represent 90% of companies, in the US they even reach 96%.



The Italian peculiarity consists, rather, in an essential fact: in Italy - much more than in the US and in the rest of the advanced world - family business is not synonymous with small business. Of the top 150 Italian groups by turnover, 44% are controlled by one or more families.



Entrepreneurial families are today the "prime mover" of the Italian economy and will still be in the coming decades.

Business in Africa

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Global Family Business Survey 2018

Nigeria:

Improving profitability is the most important personal and business goal, followed by maintaining company talent and contributing to the community.



Value:

67% have a clear sense of agreed company values and purpose

70% say family values define clear expectations for family members

**Family Business &
Inter-Generational
SUCCESSION**

Succession plan
in place **20%**
...ONLY !!!

Concepts and values related to family business are very clear, the problem is generational change and succession in business

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The main objective of **Rome Business School** is to train new entrepreneurs and new managers





The entrepreneur is, after all, a dreamer so ambitious as to try to translate his dream into reality. And it is the dream that is the only real motivation able to push an entrepreneur to dedicate his whole life and a group of collaborators to follow him.

We must bring passion into every business...



... and pass on to the new generations
the beauty of a courageous heart



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THANK YOU

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