

*OMBI is the premier international advisory firm for family businesses and business families. We are dedicated to helping business families and the leaders of family companies effectively manage the important and often complicated and delicate business, family, ownership, and financial issues they face.*

## **OMBI helps business families build and sustain:**

**Successful Companies**  
**Cohesive Families**  
**Loyal, Effective Owners**  
**Strong Finances**  
**Enduring Legacies**

We do this by helping business families:

- Identify and achieve their important business, family, ownership, and financial goals
- Become more capable and better organized concerning their key responsibilities, and more united on their important goals
- Define and execute integrated strategies to protect and perpetuate the family's legacy for generations

### **OMBI's Advisory Services**

We offer comprehensive services in three critical areas:

- **Business Strategy**
- **Family Strategy**
- **Ownership and Financial Strategy**

The triangle below shows a graphic illustration of these three areas and the services we provide.

- **Family Council and Family Assembly Design, Facilitation and Assessment**
- **Family Constitution Development**
- **Family Mission Development**
- **Family Strategy Development**
- **Family Relationship Counseling**
- **Family Member Personal and Professional Development**
- **Counseling on the Impact of Wealth**



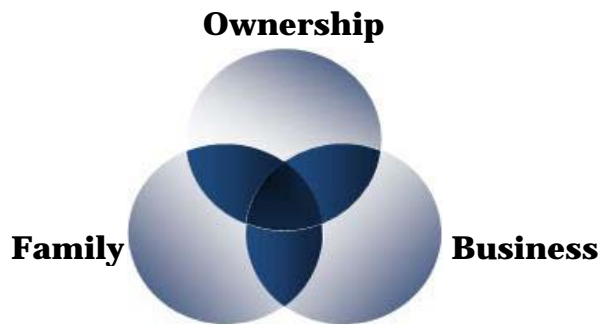
- **Business Mission and Strategy Development**
- **Leadership Succession Planning**
- **Family Employee Career Development**
- **Board of Directors Design, Recruiting, Facilitation, and Assessment**
- **Executive Compensation Advice**
- **Non-Family Manager Assistance**
- **Family Office Development**

- **Integrated, Long-Term Financial Planning for Business and Family**
- **Ownership Succession Planning**
- **Dividend Policy Development**
- **Inheritance Strategy Development**
- **Shareholder Agreement Development**
- **Risk Management**
- **Wealth Management/Capital Budgeting**
- **Analysis of Liquidity Options**

OMBI's approach to our work with business families is distinguished by *five essential principles*

**1. The family is the client.** OMBI represents the interests of the family as a whole. We do not align ourselves with any individual or branch of a family. We work to achieve the goals of the entire business family.

**2. We take a systemic, integrated approach.** OMBI's work is structured around our proprietary Three-Circle Model, the predominant conceptual framework for family businesses, developed by Renato Tagiuri and John A. Davis at Harvard Business School.



Tagiuri and Davis, 1982

The Three-Circle Model illustrates that family businesses are unique because they have three overlapping and interdependent groups: the family, the owners, and the business(es). These three groups encompass what we call the *family business system*. OMBI works with each of these groups to integrate and balance its legitimate needs and goals and to ensure that the entire system advances.

We also work with the *family enterprise*—the collection of the family's meaningful activities. The family enterprise includes the family business system, and extends beyond it to also include non-core businesses, family assets, family offices, philanthropic foundations, governance structures, and other important activities.

Through our integrated approach, OMBI's goal is to add value to the entire family enterprise.

**3. We plan for the long-term.** OMBI helps business families to resolve immediate concerns as well as to prepare for challenges that will impact them in the future. We look ahead at least one generation to develop long-term strategies that will perpetuate the family's interests for generations.

**4. We have a principled approach.** OMBI helps business families establish principles of managing their family enterprises. These principles are then incorporated into decision-making and best practices for the business, family, owners, finances, and other activities.

**5. We are strictly confidential.** OMBI does not reveal client names nor the details of our work with a business family unless we have a client's express authorization to do so.

