

# 2021 FAMILY BUSINESS 3-DAY RETREAT

AUGUST 11-13

GETTYSBURG, SD

Paul Nelson Farm

## Keynote Facilitator

### JARED LOCK, PHD

Founder & CEO at The JDL Group



- » 25-year career helping global organizations & leaders maximize the human potential side of the business equation
- » Specializes in transforming businesses into agile organizations, executive coaching, conducting succession planning and culture change initiatives
- » Focuses on driving sales performance and team management to organizations of all shapes and sizes with an eye towards increased performance and revenue

## Additional Facilitators



Agatha Johnson

WillKate



Sandra McNeely

Abbey Legacy



Brian Kirby

Ballard Spahr



Jim Jarding

Eide Bailly

## Themes

- » Our Secret Sauce – Why Our Business
- » Deliberate Culture – Being True to The Family, The Business, and Me
- » Leading as a Family – What We Owe Each Other
- » Action Planning the Next Year

“ At first it was awkward being so formal with my parents and spouse about our

**business...** But having a facilitator

broke our bad patterns from previous meetings and dinner table discussions. At the Retreat, people who normally didn't get the floor enough were able to be heard. Everyone listened to all ideas and thoughts, which made for healthier discussion and decision-making.

Our pattern has absolutely changed since attending. We now meet regularly, we waded straight into delicate or painful topics we avoided before, and we're beginning to see greater possibilities as our vision becomes clearer for our business and family. We're not done but we are moving forward now, and I don't like to think about where we'd be if we hadn't attended the retreat or been involved in PFBA.

–3rd Generation Family Business leader

## Investment

**\$5,500 — First two people**

**\$1,900 — Each additional person**

- » Keynote facilitation by Jared Lock, PhD
- » Dedicated facilitator for each family
- » Private facilitation space
- » Luxury accommodations and service