

ACTIVE OWNERS

TYPE	ROLE	ASPIRATION
Involved Owners	Actively involved in all or most aspects of the business	To manage the family legacy and see the business continue for generations
Participative Owners	Limited active role, but are interested and stay informed on business matters	To stay in the loop about what is happening to investments and the family legacy
Transitioning Owners	Transitioning out of an ownership role into retirement or a new project	To mentor the next generation and share their experience

PASSIVE OWNERS

TYPE	ROLE	ASPIRATION
Non-Active Owners	No role in the business or family governance	Receive dividends, stay informed of major decisions and changes
Aspiring Owners	Next generation hopeful of becoming future owners	Learn about the future roles and responsibilities of being an owner

NON-FAMILY OWNERS

TYPE	ROLE	ASPIRATION
Varied	Can be heavily involved or more silent in nature	Can help maintain cohesiveness among owners and act as a sounding board for family owners

