



PREPARED EXCLUSIVELY FOR FFI MEMBERS

# The Ins and Outs of the FFI Websites

MAY 21, 2021



Every now and then in our *FFI on Friday* member newsletter, it seems like a good idea to remind the membership of the incredible resources available to them on the FFI websites—especially for members who are not aware that there are three of them! They are [www.ffi.org](http://www.ffi.org), [www.ffipractitioner.org](http://www.ffipractitioner.org), and [www.ffigen.org](http://www.ffigen.org).

Read on for more details and ideas on how to make the most of these features of your membership.

# WWW.FFI.ORG

This website was launched in the mid 1990s, and while it was au courant then, today's website is much more comprehensive. Let's walk through it:

The screenshot shows the FFI website homepage. At the top, there is a navigation bar with links for 'FFI PRACTITIONER', 'FFI GLOBAL EDUCATION NETWORK', and 'FBR'. On the right, there are buttons for 'CONTACT US', 'JOIN FFI', and 'LOGIN'. Below this is a dark blue header with the FFI logo and tagline 'Family Firm Institute | Educate | Connect | Inspire', and a secondary navigation menu with links for 'ABOUT', 'AWARDS', 'DIRECTORIES', 'EDUCATION', 'RESEARCH', 'CONFERENCES', and 'MEMBERSHIP'. The main content area features a large graphic for the '2021 FFI Global Conference' with the theme 'SHAPING FUTURES' and sub-themes 'EVOLVE', 'EMERGE', and 'ENGAGE'. To the right of the graphic, the 'SAVE THE DATE' section lists the conference dates and locations: 'October 18-19 Virtual Conference', 'October 21-22 In-person Conference' at 'QEI Conference Center, London, England', and 'October 23 Post-Conference' at 'Shaping Family Business Policy Matters' and 'Cambridge Judge Business School'. A 'VIEW DETAILS AND REGISTER' button is located below this text. At the bottom, there are two orange sections: 'MEMBERSHIP Join FFI' with a 'BECOME A MEMBER' button, and 'EDUCATION Global Education Network (GEN)' with 'ENROLL NOW' and 'LEARN MORE' buttons.

- **About:** Meet the board, the FFI Fellows, the Committee, the Chapters & Study Groups [here](#)
- **Awards:** See recipients in all three categories – Academic, Achievement and FBR [here](#)
- **Directories:** <https://www.ffi.org/directories/>
  - Want to make your services more visible? [Join the Consultants & Speakers Directory](#)
  - Looking for Education Centers across the globe? Check out this [directory](#)
  - Want to meet other members? Login into the [Membership Directory](#) and search!
  - Looking for or thinking of becoming an organizational member? It's all [here](#)
- **Education and Conferences:** Brief introduction to the [GEN \(Global Education Network\) program](#) and links to the [2021 virtual and in-person conference program](#)
- **Research:** Access FFI's flagship scholarly publication, *Family Business Review* [here](#) and see the report and results of the 2086 Society Applied Research Grants [here](#)

# WWW.FFIPRACTITIONER.ORG

*FFI Practitioner* began as a printed newsletter in 2005! In 2012 it became an online publication, and in 2018 it debuted as a weekly digital publication. All FFI members receive the weekly issue directly each Wednesday, and the *FFI Practitioner* website has archived articles from 2012 forward. A taxonomy and a search function help readers to navigate article topics and find articles by favorite authors.

The screenshot shows the homepage of the FFI Practitioner website. At the top, there is a dark blue navigation bar with links for 'About', 'Contact', 'Publish in FFI Practitioner', 'FFI.org', and 'FFI GEN'. On the right side of this bar are links for 'Subscribe' and 'Editions'. Below the navigation bar, the main content area features a large hero section with a background image of hands holding a glowing globe. The hero section includes a thumbnail for the 'Research Applied: FBR Précis for FFI Practitioner' article, which is the 'WEEKLY EDITION - May 12, 2021'. A green button labeled 'VIEW ENHANCED EDITION' is positioned below the article title. Below the hero section, there is a dark blue banner with the text 'Subscribe and View Latest Issue' and a green 'SUBSCRIBE NOW' button. Below the banner, there is a section titled 'Essential Articles for Practitioners' with three article thumbnails: one showing two people, one showing a red rose, and one showing a medical monitor.

Here is a look at the navigation menu:

- [Podcast](#)
- [Advising and Consulting](#)
- [Family Wealth](#)
- [Governance](#)
- [Research](#)
- And... [More topics](#)
- If you're interested in contributing to *FFI Practitioner*, learn about article requirements and send your submission [here](#)

# WWW.FFIGEN.ORG

This website, launched in 2017, is devoted to the Certificate Program—both the core and the advanced offerings.

The screenshot shows the homepage of the FFI Global Education Network. At the top left is the FFI logo and 'Global Education Network'. A navigation menu includes 'Core Programs', 'Advanced Programs', 'Courses', 'Faculty', 'Scholarships', 'Course Schedule', and 'Contact'. The main banner features a group of four professionals shaking hands, with the text 'Earn Your Credential of CFBA or CFWA and differentiate yourself in the field of family enterprise.' and a 'LEARN MORE WITH THE FFI GLOBAL EDUCATION NETWORK' button. Below the banner are three featured sections: 1) 'Toolkit for Family Enterprise Advisers' with a 'GET THE TOOLKIT' button. 2) '2020 FFI GLOBAL EDUCATION NETWORK CERTIFICATE AWARDS' with a video player and the text 'Watch the 2020 FFI GEN Certificate Award Ceremony!'. 3) Three circular icons with text: 'Access 24/7' (clock icon), 'Next Generation of Online Learning' (computer icon), and 'Connect to a Powerful Network' (network icon).

The site's features include the Core programs, Advanced programs, courses, and the course schedule.

- To see the great faculty, go [here](#)
- To see the GEN scholarship recipients since 2011, go [here](#) — and watch for the 2021 scholarship recipient announcement in an upcoming *FFI on Friday*.

**We hope you'll make use of all three websites and that you'll also let colleagues and friends know about them. In the meantime, don't forget to update your profile on [ffi.org](#)!**

## PREVIOUS EDITION



Of course, we hope many FFI members will join the October 21-23 in-person conference in London this year, but our experience with last year's excellent virtual conference and the ever-changing travel rules have provided a reason to host two days of outstanding presentations virtually on October 18 and 19.

Here are some highlights from these two days. If you want to continue your professional education online, do not miss this opportunity. You can still attend in person later in the week, since all four days are modular.

Read on for details on the October 18-19 presentations and to register!

[READ MORE](#)

## DATES TO REMEMBER

JUNE  
1

Q2 GEN Enrollment Deadline  
[LEARN MORE AND ENROLL](#)

JUNE  
9

Joint meeting for FFI Midwest Chapter and FFI New England Chapter, with speaker Mitzi Perdue

JUNE  
30

Last day to enroll in the C&S directory for Q2  
[LEARN MORE AND ENROLL](#)

JULY  
12

Save the Date: FFI on Monday Summer School begins