

The blocks



Key family partners

- They are the several family segments that can be found in a business family, i.e., referring to the three circles model, or the three-axis model.



Value proposition

- It is the reason (or the bundle of reasons) why family members should maintain their relationship with the family business.



Channels / Benefits

- They are the different “vehicles” through which benefits deriving from the value proposition are delivered to each segment of family members.



Relationship

- They are the instruments through which the relations with family members in different segments are established and maintained.



Family segments

- They are family members as providers of different types of resources to the family business.



Key resources

- They are the key resources, or assets, family members, as partners, contribute to offer and deliver the value proposition.



Key process / activities

- They are necessary to support the family value proposition to the business.