



Frequently Asked Questions (FAQ) 2018 STEP Survey October 2018

1. What countries are participating in the 2018 survey?

There are over [37 countries](#) contributing data to the survey.

2. What is the theme of the survey?

"Impact of changing demographics on succession and governance"

With people living longer, the traditional methods of transition and governance in family businesses are no longer appropriate. This research will look to explore and articulate how business families are dealing with these issues and what succession and governance models could look like in the modern era.

3. What are the teams' obligations and responsibilities?

The goal is for each Institution or team collaborator to contribute *50 completed* surveys but each is required to provide at *least 25* completed surveys and one simple case (based on the focus of the survey) from their own country. The case format will not be the same as the previous STEP qualitative case study. The format will be much simpler and will allow us to supplement the quantitative data from the survey with topic specific qualitative data increasing opportunities for publication.

4. Who is the respondent?

- Respondents will self-identify as a family business.
- Participating **organizations** are operating businesses where ownership by a single family (with a common ancestor) results in effective control by that family of leadership and operations **and** a clear intent exists to pass this ownership/control on to the next generation. This does not preclude participation by businesses where the first generation is still leading. This does not necessarily preclude participation by organizations where shares are traded in public markets.
- Size and industry participation should match the general size and industry participation of the country where the data is being collected.
- The survey **respondent** is the most senior family leader in the business. Most often this person would, among other roles, be the CEO of the company. In situations where the CEO is not a family member or a leadership transition has recently taken place and the CEO is a member of the next generation (or other reasonable exceptions), this person could be described as the primary shareholder, chairman of the board, chair of the family council, or other significant, non-CEO, position that would indicate that they are the senior family leader of the business.

5. What is the sampling strategy?

We encourage universities to build a sample that is representative of the size of businesses in their own country.

6. Why Should a Family Business take the Survey? What are the benefits?

- **New Insights:** The theme / topic of the survey has not been well studied and the results of this survey will provide new insights by researchers to aid practitioners and business families.
- **Immediate comparative results:** Once the survey is completed by the family business leader, they will receive an automated email (if respondent agrees and provides email) that will include comparative data of their own family business against other global family businesses that have taken the survey. This will provide them with an interesting information about their own FB compared to other international FBs.
- **Family Business (FB) Portal:** Upon completion of the survey, respondents have an opportunity to "opt in" and provide their email address to access the STEP family business portal. The portal is a unique opportunity for family business leaders to connect with other family business leaders through forums (an online discussion platform). STEP researchers will also have access to this family business forum. This is an exclusive opportunity for FB leaders. The forums will allow FB leaders to have a direct resource through the forums to ask questions about family businesses, research, best practices, etc. In addition, in the portal, respondents will have access to STEP research, practitioner articles, videos, podcasts, etc, all in one easy location. Access will be available to this portal in early 2019.

- **STEP Events-** Every family business that participates in the data collection will be invited to attend our STEP Family Business Summits. The next summit will be hosted in Asia Pacific region.

7. What if a STEP affiliate or collaborator does not collect data or meet the minimum criteria (25 surveys and 1 case)?

Institutions not meeting the requirements for data collection for their country will not have access to the data in any form, will not be recognized on the global report and per the agreement full affiliates would be considered to be in “Not Good Standing” with the project.

8. How do I keep track of how many surveys our country/team has collected?

Once the survey is launched we will be posting on the STEP survey dashboard on website a weekly report of # of surveys completed from each country. <https://www.stepresearch.org/> Because the survey data collected is unidentifiable, there is no way for us to know where the data is from except by country. So you will have to track responses (minimum 25) by country.

9. How will I send reminders to my list of business family leaders to participate in the survey?

Because the data is unidentifiable, we will not know the family firms that have responded. Teams will need to send blanket reminders to their families and ask that they kindly take the survey if they haven’t already done so. This is not ideal, but we believe keeping the data anonymous is most important.

10. When will the data collection begin?

- SURVEY: We have been planning the survey launch for October 15 in English and 16 languages.
- The STEP office will provide weekly country data updates on the STEP website on the survey “[dashboard](#)”
- CASES: Primary case interviews will begin simultaneously by the teams the week of Oct 15

11. When will the data collection conclude?

- SURVEY: The survey will close on January 15, 2019. **Important note, in order to meet our timeline goals and ensure validity of the survey, January 15 is the close date of the survey and we will not grant any requests for extensions.**
- Case Study and Case Report: We will provide an Interview Guide and Case Guide. Case studies will be due December 15, 2018 in the country’s native language (translation is not required). Case study reports will be due to the STEP office by January 15, 2019. Again, no extensions

12. What about confidentiality?

- Confidentiality of Family Business in the STEP project is the most important aspect in order for us to collect data and learn from the global families. We have always taken it very seriously and we will continue to do so with this 2018 survey and case data collection.
- We will continue with the same confidentiality protocols applicable for Affiliates. Non Disclosure Agreement (NDA) forms have been signed by all STEP members.
- All family business leaders that take the online survey will be required to read the online confidentiality protocols of the survey in accordance with the mandated [Institutional Review Board](#) (IRB) and agree to its terms in order to move forward and complete the survey.
- For the cases studies in the new format, we will also ask that the Family Business be disguised OR the family business leader sign a release form indicating it is agreeable their family business and name be used for publication purposes.

13. Who owns the data?

The STEP project will own the survey data. Full Affiliated STEP teams will own their own collected data for the case study.

14. Who has access to the data?

Only Full affiliated STEP members that participate in the survey and case data collection and meet the minimum requirements will have access to the data. Associated members and individual scholars will have access through their partnering full affiliated STEP member.

15. Will individual institutions be restricted in how they can use the data?

- STEP Full Affiliated members using the data will need to recognize that the data was collected through a joint partnership.
- Associated members and individual scholars will be able to publish through co-authorship with their partnering STEP member.

16. Where can family business leaders access the Survey?

A link to the survey instrument will be sent from STEP teams to respondents. Respondents begin the survey by selecting a language then an explanation and agreement to the confidentiality clause and the IRB. STEP teams will seek out family businesses to take the survey.

17. Will the survey be available in other languages?

Yes. The survey will be available in English and teams have translated the survey to their country's native language. The respondent will find a drop down menu in the survey to select a language. We expect to have the survey available in 18 languages for respondents.

18. How long will the Survey take to complete?

We have developed a short survey to be completed in 15-20 minutes.

19. When will STEP begin data analysis?

- Survey: Primary data analysis will be conducted from January 15 – Feb 15, 2019
- Cases: Post survey case/interviews will be completed on selected cases

20. When will Family Business respondents (that have provided contact info) be able to access to STEP website Family Business portal?

The STEP office will notify Family Business respondents that have provided an email in the survey, between January 15 – Feb 15, 2019.

21. When will the Global Findings Report be launched?

The GLOBAL REPORT will be launched Spring 2019

More Questions? Contact Val Duffy, Assistant Director, STEP Project for Family Enterprising at vduffy@babson.edu