



PROACTIVE MEASURES TO HELP FAMILY BUSINESSES

COVID-19 Webinar + Interactive Q & A *Managing Your Family Business Through Uncertainty*

In 2017, Sacramento State University surveyed FBC members to understand family businesses and their resilience through a crisis. Now we are collaborating to bring FBC members management strategies for the COVID-19 pandemic.

The webinar will provide a brief synopsis of best practices in disaster preparedness, communication strategies to stakeholders, and shifting to a remote workforce. Get useful response guidance for your family business to be proactive and better cope with the unprecedented Coronavirus (COVID-19). Presenters will be available to answer your questions during the webinar. [Submit your question in advance by clicking here.](#)

This special webinar is free and will be recorded for viewing at a later time. [Register today!](#)

In this webinar you will:

- **Gain insight into creating a plan for your family business** that will allow for safety measures and precautions while sustaining your business for future generations.
- **Determine appropriate messaging and communication strategy for your stakeholders:** employees, family members, board members, service providers, customers and clients.
- **Managing through the crisis.** Understanding social distancing, transitioning your workforce (IT, security and productivity) and handling stress and anxiety.

[CLICK HERE TO RSVP](#)

(Webinar instructions will be emailed to you after you register and again on March 23. Please be sure to check your junk folder. Thank you.)

**Tuesday, March 24
10:15 - 11:00 am**

Webinar Online

PRESENTERS



Ryan P. Fuller, PhD, MBA

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Joseph Taylor, PhD, MBA

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For more information on dealing with COVID-19 check out these timely articles below:

- [Special coverage on the Coronavirus brought to you by the Harvard Business Review](#)
- [Coronavirus Reality Check: 7 myths about social distancing, busted.](#)
- [Working from home because of Coronavirus? Be careful what you download to stay cybersafe.](#)
- [What are companies' legal obligations around Coronavirus?](#)



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