

**Philosophy Drivers for Your Family Owned Business
Ranking the Relative Importance of Goals**

Rank order the following in terms of, in your opinion, the importance for your family owned business.

Element	Rank	Comments
1. Profits		
2. Customer Satisfaction		
3. Employee Satisfaction		
4. Community and/or Industry Stature		
5. Employment for Family Members		
6. Involvement in the Community		
7. Integrity/Honesty		
8. Long-term Growth		
9. Comfortable Life for Owners		
10. Founder's Legacy		
11. Strong Investment in Infrastructure		
12. Other _____		
13. Other _____		