



Frequently Asked Questions

What is the goal of using FEAT?

The goal of FEAT is different for every family. It depends on where the family is and the anticipated outcome they want to achieve. FEAT provides opportunity for clarity and transparency in an unbiased framework for impactful change. It is an efficient way to gain anonymous feedback illuminating different perceptions of the enterprise and family dynamics for productive conversations and proactive planning.

What are the key features of FEAT?

- Virtual, 24-Hour Access
- First Research Based Tool
- Anonymous & Confidential
- Efficient & Comprehensive
- Spanish Language Option

What does the FEAT assessment include?

The FEAT assessment is comprised of 50 statements (25 on the family and 25 on the enterprise) in areas such as:

- Communication & Conflict
- Preparing the Next Generation
- Policies for Family Involvement
- Continuity & Succession
- Wealth & Ownership

How long does it take?

Approximately 20 - 30 minutes.

How many Family members can participate?

Because of the anonymity of this tool, it is designed for a minimum of 6 – 8 members and can scale to hundreds.

What is the suggested age to participate?

It is suggested that family members be at least 18 years and older to participate, whether they work in the family enterprise or not.

What if family members are concerned with confidentiality?

Often issues around privacy and confidentiality are about understanding FEAT and how the data will be used. Family data is kept strictly confidential and used only for the purpose of collecting feedback and compiling comprehensive results. Once this is explained, family members feel comfortable, even excited to participate knowing 'every voice will be heard'.

How does the FEAT process work?

Once determined it is the right fit for your family, your advisor will select a point person to be the main contact with the FEAT Team at Premier Growth to administer the assessment.

The entire process takes approximately 3 - 4 weeks depending on the size and complexity of the family, their availability, and how quickly responses are received.

After each family member has responded, the advisor will receive a digital copy of the family's FEAT Report and engage with the family to review results and create an action plan.

How is FEAT facilitated?

FEAT is intended to be facilitated by a professional advisor.

What does the FEAT report include?

The results are captured in a comprehensive report as a foundation for productive conversations and planning. The FEAT Report includes:

- Key findings in top 10 strengths, opportunities and areas of greatest difference
- Average totals for all key areas and individual scores
- Comparisons across demographic information, options include: gender, blood vs. married-in, generation, employed vs non employed, ownership and family branch
- Distribution of responses of family members

The FEAT report gathers perceptions and responses of family member in two key areas: Family and Enterprise – the word 'enterprise' is purposefully used here as a broader term to include a family business or assets shared in common such as investments, real estate, family office or foundations.

What type of support does Premier Growth offer?

Premier Growth provides an Interpretation Guide along with the FEAT report and offers Facilitator Training to better understand the tool and how to use it with a family.

For more information, contact FEAT@premiergrowth.com