



The 6 key elements of longevity

Prof. Morten Bennesen

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Why families and firms prosper across centuries

«Long living family business exist across cultures, countries and industries share a common business philosophy, that allows them to avoid becoming obsolete.»

The oldest family firms in the world have survived during changing business climate, natural disasters, wars, growing and evolving families because they have institutionalized long term planning. They provide living evidence to how the family business model can be both sustainable and sufficiently agile to survive for many centuries.

In this talk I will identify the 6 key elements of longevity. These are crucial dimensions of the business philosophy of long living family firms.

I'll highlight a number of cases of family firms that have survived for centuries taken from a decade long collaboration with the Henokiens, an association of bi-centural family businesses.

Goal: To identify key elements of building legacies that prosper over generations and better to understand the strength and weakness of the family business model.



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