

eEnterprising Rural Families™ Making It Work

Enterprising Rural Families is an objective, researched, and expertise-based online non-credit course for the rural family business. The curriculum was developed and is taught by a team of instructors from Wyoming, British Columbia, and Queensland. The focus is on the people in the family business – their needs, values, and visions; how they fit into the family enterprise system; and how the systems affect them.

Purpose of the course ~



Enterprising Rural Families teaches people in rural family-based businesses the skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence.

Structure of the course ~



Enterprising Rural Families is designed to be completed in 26-weeks but can be taken over a six-month time period to allow for the busy lives of families running their businesses. The course is self-paced so a person can enroll at the beginning of any month. Divided into three parts, the course takes a participant through the stages from *Where are you?* to *Where do you want to go?* to *How will you get there?*

Educational resources ~



Enterprising Rural Families provides a rich, stimulating learning environment that includes an assortment of activities including personal consultation with instructors, case studies and vignettes, streaming videos, online threaded discussions with other participants, real time chat sessions with participants and instructors, presentations and articles, individual and family activities, personal and business financial resource forms, individual and family characteristic assessments, business management tools, and access to an in-depth library offering educational information related to issues facing individuals, families, business, and community.

For more information ~



Visit the Web for information about enrollment, price, technology requirements, instructor profiles, sponsorship information, and to view details about the course model and modules.

- ☀ Visit us on the Web at <http://erurfamilies.org>
- ☀ Contact us at information@erurfamilies.org

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