

# Family Business Professors: 34 Ways to Energize Your Class

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**KEYWORDS:** Teaching Methods, Higher Education, Online or In-Person Teaching Exercise.

For family business professors and teachers, August means finalizing plans to engage students in the classroom. Here are free classroom exercises, interviews, case studies and other resources that will add new energy, fun and inspiration to your students' course work.

We hope you find these resources helpful. Like family, FamilyBusiness.org is here to help and support you! Please follow us on [LinkedIn](https://www.linkedin.com/company/familybusiness-org) (<https://www.linkedin.com/company/familybusiness-org>) and [Twitter](https://twitter.com/FamBiz_Org) ([https://twitter.com/FamBiz\\_Org](https://twitter.com/FamBiz_Org)) if you would like to receive updates on our new content. (<https://familybusiness.org/content/diversify-your-familys-risks-by-returning-to-its-entrepreneurial>)

## Videos that showcase family business principles and give an insider's perspective:

[How Family Firms Can Innovate With Less](https://familybusiness.org/content/How-Family-Firms-Can-Innovate-With-Less)  
(<https://familybusiness.org/content/How-Family-Firms-Can-Innovate-With-Less>)

['There's No Birthright' and Other Tips for Raising Entrepreneurial Leaders](https://familybusiness.org/content/Theres-no-birthright-and-other-tips-for-raising-entrepreneurial-leaders)  
(<https://familybusiness.org/content/Theres-no-birthright-and-other-tips-for-raising-entrepreneurial-leaders>)

[Advice for Non-Family Executives in Family Businesses](https://familybusiness.org/content/advice-for-non-family-executives-in-family-business) (<https://familybusiness.org/content/advice-for-non-family-executives-in-family-business>)

[What it Takes to Build a Four-Generation Business](https://familybusiness.org/content/What-it-takes-to-build-a-four-generation)  
(<https://familybusiness.org/content/What-it-takes-to-build-a-four-generation>)

[Why Family Firms are Like Jenga](https://familybusiness.org/content/why-family-firms-are-like-jenga)  
([https://familybusiness.org/content/why-family-firms-](https://familybusiness.org/content/why-family-firms-are-like-jenga)

[are-like-jenga](https://familybusiness.org/content/why-family-firms-are-like-jenga))

[Encouraging Family Business Members to go the Extra-mile](https://familybusiness.org/content/Encouraging-family-business-members-to-go-the-extra-mile)  
(<https://familybusiness.org/content/Encouraging-family-business-members-to-go-the-extra-mile>)

[Hyannis Country Garden is a Family Business With Deep Roots](https://familybusiness.org/content/Hyannis-country-garden-is-a-family-business-with-deep-roots)  
(<https://familybusiness.org/content/Hyannis-country-garden-is-a-family-business-with-deep-roots>)

## Classroom exercises and activities:

[Team Exercise: How Parenting Styles Affect The Next Generation](https://familybusiness.org/content/team-exercise-how-parenting-styles-affect-the-next-generation) (<https://familybusiness.org/content/team-exercise-how-parenting-styles-affect-the-next-generation>)

[Learning How Family Business Leaders Make Tough Decisions Through Interviews](https://familybusiness.org/content/Learning-How-family-business-leaders-make-decisions-through-interviews)  
(<https://familybusiness.org/content/Learning-How-family-business-leaders-make-decisions-through-interviews>)

[Understand Your Family Firm's Core Strengths and Weaknesses](https://familybusiness.org/content/understand-your-family-firms-core-strengths-and-weaknesses)  
(<https://familybusiness.org/content/understand-your-family-firms-core-strengths-and-weaknesses>)

[Real-Life Drama: Creating a TV Series Based on a Family Business](https://familybusiness.org/content/real-life-drama-creating-a-tv-series)  
(<https://familybusiness.org/content/real-life-drama-creating-a-tv-series>)

[Designing and Experiencing the Family Business Advisory](https://familybusiness.org/content/designing-and-experiencing-the-family-business-advisory) (<https://familybusiness.org/content/designing-and-experiencing-the-family-business-advisory>)

[Unlocking the Innovation Potential of Family Firms: An Assessment Tool](https://familybusiness.org/content/unlocking-the-innovation-potential-of-family-firms-an-assessment-tool)

(<https://familybusiness.org/content/unlocking-the-innovation-potential-of-family-firms-an-assessment>)

[Let's Get Professional: Family Firms Need HRM Practices](https://familybusiness.org/content/Lets-get-professional-family-firms-need-hrm)(<https://familybusiness.org/content/Lets-get-professional-family-firms-need-hrm>)

[Future Family Business Owners Can Learn to Manage Conflict](https://familybusiness.org/content/future-family-business-owners-can-learn-to-manag)(<https://familybusiness.org/content/future-family-business-owners-can-learn-to-manag>)

[Acres of Diamonds: Advantages of Working in Your Family Business](https://familybusiness.org/content/acres-of-diamonds-advantages-of-working-in-your)  
(<https://familybusiness.org/content/acres-of-diamonds-advantages-of-working-in-your>)

[To Engage Business Students, Roll Out 'the Barrels'](https://familybusiness.org/content/to-engage-business-students-roll-out-the-barrels)  
(<https://familybusiness.org/content/to-engage-business-students-roll-out-the-barrels>)

## **Cases that can easily spur discussion and debate:**

[How Lowell Wakefield Made Crab King](https://familybusiness.org/content/231-how-lowell-wakefield-made-crab-king)  
(<https://familybusiness.org/content/231-how-lowell-wakefield-made-crab-king>)

[How Can the Family Business Cope When a Key Non-family Exec Leaves?](https://familybusiness.org/content/how-can-the-family-business-cope-when-a-key-non-family-exec-leaves)  
(<https://familybusiness.org/content/how-can-the-family-business-cope-when-a-key-non>)

[How 3 Crises Made a Boat Company More Seaworthy](https://familybusiness.org/content/how-3-crises-made-a-boat-company-more-seaworthy)  
(<https://familybusiness.org/content/how-3-crises-made-a-boat-company-more-seaworthy>)

## **Readings materials well-suited for family business education:**

[Getting Your Family Business Ready for the 'New Normal'](https://familybusiness.org/content/getting-your-family-business-ready-for-the-new-normal)(<https://familybusiness.org/content/getting-your-family-business-ready-for-the-new-normal>)

[Innovating With Agility: Tips and Tricks for Resurgence and Growth](https://familybusiness.org/content/innovating-with-agility-tips-and-tricks-for-resurgence-and-growth)  
(<https://familybusiness.org/content/innovating-with-agility-tips-and-tricks-for-resurgence-and-growth>)

[How the Next Generation Can Earn Legitimacy, Respect and Loyalty](https://familybusiness.org/content/how-the-next-generation-can-earn-legitimacy-respect-and-loyalty)

(<https://familybusiness.org/content/how-the-next-generation-can-earn-legitimacy-respect-and-loyalty>)

[Diversify Your Family's Risks by Returning to Its Entrepreneurial Roots](https://familybusiness.org/content/diversify-your-familys-risks-by-returning-to-its-entrepreneurial)  
(<https://familybusiness.org/content/diversify-your-familys-risks-by-returning-to-its-entrepreneurial>)

[Outside Leadership Can Save the Family Business](https://familybusiness.org/content/how-can-the-family-business-cope-when-a-key-non)  
(<https://familybusiness.org/content/how-can-the-family-business-cope-when-a-key-non>)

[Thriving or Trapped in the Family Business](https://familybusiness.org/content/thriving-or-trapped-in-the-family-business)  
(<https://familybusiness.org/content/thriving-or-trapped-in-the-family-business>)

[Too Much Love in the Family Can Hurt](https://familybusiness.org/content/Too-much-love-in-the-family-can-hurt)  
(<https://familybusiness.org/content/Too-much-love-in-the-family-can-hurt>)

[How Family Business Leaders Can Encourage Both Devotion and Performance](https://familybusiness.org/content/How-family-business-leaders-can-encourage-both-devotion-and-performance)  
(<https://familybusiness.org/content/How-family-business-leaders-can-encourage-both-d>)

[The Family Way: How Entrepreneurial Values Help Businesses Thrive Over Generations](https://familybusiness.org/content/the-family-way-how-entrepreneurial-values-help-businesses-thrive-over-generations)  
(<https://familybusiness.org/content/the-family-way-how-entrepreneurial-values-help-b>)

[The 'Fredo Factor:' How Deadbeats and Troublemakers Hurt Family Businesses](https://familybusiness.org/content/the-fredo-factor-how-deadbeats-and-troublemakers-hurt-family-businesses)  
(<https://familybusiness.org/content/the-fredo-factor-how-deadbeats-and-troublemakers>)

[Successful Successions Are Never Smooth](https://familybusiness.org/content/successful-successions-are-never-smooth)  
(<https://familybusiness.org/content/successful-successions-are-never-smooth>)

[When Entrepreneurs Raise Entrepreneurs](https://familybusiness.org/content/When-entrepreneurs-raise-entrepreneurs)  
(<https://familybusiness.org/content/When-entrepreneurs-raise-entrepreneurs>)

**More cases, TV shows and movies:**  
[Case Studies, Movies, TV Shows and Other Family Business Resources](https://familybusiness.org/content/case-studies-movies-tv-shows-and-other-family-business-resources)  
(<https://familybusiness.org/content/case-studies-movies-tv-shows-and-other-family-bu>)

[Videos for the Global Family Business Community](https://familybusiness.org/content/videos-for-the-global-family-business-community)

(<https://familybusiness.org/content/videos-for-the-global-family-business-community>)