

Our Mission

To educate and empower the people of family and entrepreneurial businesses through impactful programs and a unique community of peer support

Our Vision

To foster a community of skilled, energized and inspired business people

Our Core Values

Confidentiality
Trust
Openness
Growth

The EFBC “Flywheel of Sustainable Growth”



1. Provide Uniquely Valuable Forums

- Forum is #1 Core Value that we provide

2. Educate Through Impactful Events

- Programming is key to providing value to members

3. Build Peer Community

- A united community is critical to a healthy organization

4. Drive Organizational Affinity

- This is how we are different from our competitors, and our biggest challenge to maintain

5. Gain Member Referrals / Grow Membership

- Most new members come from referrals

KEY INITIATIVES



Provide Uniquely Valuable Forums

- Elevate Forum Health
- Document Forum Placement Process

1



Drive Organizational Affinity

- Develop & Execute Board / Committee Recruitment Strategy

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Educate Through Impactful Events

- Develop Educational Programming
- Deepen DePaul University Relationship

2



Build Peer Community

- Drive EFBC CommunityHub Participation

3



Gain Member Referrals/Grow Membership

- Develop & Implement a Content / Inbound Marketing Strategy
- “Each One Brings One” Referral Program
- Measure & Incentivize Member Growth

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