Recruitment Email

Hello (Insert Name),

Hope all is well and this email finds you in good health. I am writing to seek your help. As you are aware, I am a doctoral candidate attending the Chicago School of Professional Psychology PhD Business Psychology program. My dissertation explores practices that CEOs and owners in Family-Owned Businesses (FOBs) use in their succession planning transition to maintain the overall organizational health of the business and to better understand their perception of employee engagement. To accomplish this objective, I am looking to interview 15 to 20 CEO/Owners of FOBs throughout the United States.

Please see the criteria below and advise if you are willing to participate for my study. The interview will be conducted remotely using “Go to Meeting” and will be audio recorded and transcribed. The interview will take approximately 90 minutes. This information for the study remains confidential and is made available only to my dissertation chairperson and me. Below, I provided a little of the background of why this research is needed. I really appreciate any help you can provide. I am happy to set up a call or provide any additional information you need.

**Selection Criteria:**

In order for a participant to be selected, he or she must meet all of the following criteria:

1.   He/she must be the CEO and owner of the FOB.

2.   He/she must have experienced a succession plan transition.

3.   There must be at least 2 other family members working in the FOB.

4.   The business must be in operation for more than 20 years.

5.   The business must have at least 20 employees.

6.   The business can be from any industry.

7.   The business must be in the United States. (Can be any of the 50 States, including District of Columbia and Puerto Rico)

Background:

Empirical research indicates that in the next five years, in 40% of “Family-owned businesses” (FOBs), CEOs will change hands with no plans of a successor. There is a growing interest in succession planning within FOBs, but there seems to be a limited amount of research that explores how succession planning is used within them. This reinforces the significance of this qualitative study. Although 74% of FOBs may have a succession plan in place, more research is needed to see if this plan is created efficiently and effectively.

Regards,

Matthew R. Kerzner