In this chapter we identify various types of family business, with the intention of enabling the reader to gain insight into his or her own family business by associating it with one particular type. We invite the reader to reflect on how his or her way of thinking affects the business and how he or she can drive it forwards in the future.

The profile of the family business studied in the work cited earlier\(^1\) yields the following distribution (see Figure 3.1).

\[\text{Source: FBK Database, Spain, 2007}\]

\[\text{Figure 3.1 Complexity profile of the Spanish family business}\]
This graph, comprising 1,237 family firms, allows us to identify the differences among them. Uncertainty arises when we try to establish categories, in other words, when we look at these differences and decide that they are great enough for two different family firms to be allocated to different types.

If we feel intuitively that certain family firms are different, we should also ask ourselves what features (variables, a researcher would say) make them different.

Using the data in the FBK Database, we were able to identify five main categories of family firms, on the basis of their level of complexity and their degree of structure development. This statistical treatment enables us to clearly identify the following family business models:

- Captain Model
- Emperor Model

**Figure 3.2** Average complexity profiles of the family business models

 Dereferência: Arquivos de referência