

OPINION

Can we be more effective and efficient if we run our families like a business?

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Using a business framework can help parents see that the question “Can I go to summer camp?” may actually be “What is our approach to summer vacation for our kids?”

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As an entrepreneur, I use a strategic planning framework that helps our leadership team set goals, analyze metrics and make decisions at our company.

So when I recently read *The Family Firm*, a book by economist Emily Oster that urges parents to apply some of these same principles to parenting, it left me wondering: Can we be more effective and efficient if we run our families like a business?

Ms. Oster's target readers are parents of post-toddler, pre-teenage children – like me – who will face big decisions with logistical, financial and social implications. They

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