Family Enterprises Suite of Executive Education Programs

John L. Ward Center for Family Enterprises

Information Session
November 18, 2020
Live Poll #1

• **What is your role/affiliation to family enterprises?**
  – Member of the family of a family enterprise
  – Non-family executive in a family enterprise
  – Independent board director
  – Consultant or advisor to a family enterprise
  – Other
Live Poll #2

• Have you or anyone in your family previously participated in a Family Enterprise Suite program?
  – Yes
  – No
Program Suite Overview and Live Virtual Learning Experience
Kellogg Family Enterprise Suite

• Designed to support multi-generational continuity of family enterprises, including succession planning, ownership preparation and next generation leadership development

• Offers a multi-disciplinary approach and cutting-edge guidance to address complex family business challenges

• Convenes a global network of successful business families who can learn from each other and make lasting connections

• Powered by the Ward Center’s pioneering 20-year legacy of serving families
2021 Live Virtual Family Enterprise Programs

Bringing the interactive learning experience of the Kellogg Executive Education Family Enterprise Suite to you
2021 Live Virtual Family Enterprise Programs

• Designed to Maximize Your Learning
  Innovative and engaging learning methods to help you develop new skills

• Proven Content and Value
  Leveraging 20 years of excellence in program design and delivery to add value to your family

• Engagement with Top Kellogg Faculty
  Access to Kellogg’s renowned thought leaders to discuss issues unique to your family and business

• Enduring Peer-to-Peer Connections
  Abundant opportunities to interact and network with your peers from family enterprises

• Convenience for Your Busy Schedule
  Offering half-day sessions spread across a multi week experience to meet your needs
## Sample Live Virtual Schedule for Family Enterprise Boards

### Week 1

<table>
<thead>
<tr>
<th>TIME (US CENTRAL)</th>
<th>WEEK 1 -MONDAY FEBRUARY 1</th>
<th>WEEK 1 -WEDNESDAY FEBRUARY 3</th>
<th>WEEK 1 -FRIDAY FEBRUARY 5</th>
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</thead>
<tbody>
<tr>
<td><strong>SESSION 1</strong></td>
<td></td>
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<tr>
<td>7:30-8:00</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
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<tr>
<td>8:00-10:00</td>
<td>Course Overview</td>
<td>8:00-10:30</td>
<td>8:00-10:00</td>
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<tr>
<td></td>
<td>Purpose of the Board</td>
<td>Good Directors and Good</td>
<td>Strategic Financial Issues</td>
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<td>Boards</td>
<td>for Boards</td>
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<td></td>
<td>Pendergast</td>
<td>Zajac</td>
<td>Petersen</td>
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<td></td>
<td>10:00-10:30 Break</td>
<td>10:30-11 Break</td>
<td>10:00-10:30 Break</td>
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<tr>
<td><strong>SESSION 2</strong></td>
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<tr>
<td>10:30-12:00</td>
<td>11:00-12:30</td>
<td>10:30-12:30</td>
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<tr>
<td>What do Boards</td>
<td>Board Design: Skills and</td>
<td>Live Family Case: Herschend</td>
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<td>need from</td>
<td>Roles</td>
<td>Family Enterprises</td>
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<td>owners?</td>
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<td>Pendergast &amp;</td>
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<td>Steve Tourek</td>
<td>Pendergast</td>
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<tr>
<td>12:00-12:30</td>
<td>12:45-1:15</td>
<td>Pendergast</td>
<td></td>
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<tr>
<td>Homework Project</td>
<td>Virtual Lunch (optional)</td>
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<tr>
<td>Intro</td>
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<tr>
<td>Pendergast</td>
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# Sample Live Virtual Schedule for Family Enterprise Boards

## Week 2

<table>
<thead>
<tr>
<th>TIME (US CENTRAL)</th>
<th>WEEK 2 - TUESDAY FEBRUARY 9</th>
<th>WEEK 2 - THURSDAY FEBRUARY 11</th>
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</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:00</td>
<td>Coffee &amp; Connect</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SESSION 1</strong></td>
<td>8:00-10:00 Kohler Case</td>
<td>3:30-5:00 Panel-Boards Role in Succession Planning</td>
<td>Week 2 Assignment</td>
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<td>Liberti and Pendergast</td>
<td>Pendergast Meghan Juday, John Thacher Drew Everett</td>
<td>Schedule 90 minutes at your convenience to meet with your group to receive input on your project</td>
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<td></td>
<td>10:00-10:30 Break</td>
<td>5:00-6:30 Happy Hour (BYOB) And Special Event</td>
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<tr>
<td><strong>SESSION 2</strong></td>
<td>10:30-12:30 Managing Risk</td>
<td>2:00-5:00 – Office Hours Optional</td>
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<td>DeCiantis</td>
<td>John L. Ward Center for Family Enterprises, Executive Director, Jennifer Pendergast offering office hours</td>
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<td></td>
<td>12:45-1:15 Virtual Lunch (optional)</td>
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Sample Live Virtual Schedule for Family Enterprise Boards

**Week 3**

<table>
<thead>
<tr>
<th>TIME (US CENTRAL)</th>
<th>WEEK 3 -MONDAY FEBRUARY 15</th>
<th>WEEK 3 -WEDNESDAY FEBRUARY 17</th>
<th>WEEK 3 -FRIDAY FEBRUARY 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:00</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
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<tr>
<td><strong>SESSION 1</strong></td>
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<tr>
<td>8:00-10:00</td>
<td>The Role of the Family</td>
<td>8:00-9:30</td>
<td>8:00-9:30</td>
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<td>Director</td>
<td>The Architecture of the Board:</td>
<td>Homework Project Report</td>
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<td></td>
<td>Lansberg or LGA Associate</td>
<td>Committees and their Work</td>
<td>Out</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Break</td>
<td>9:30-10:00</td>
<td>9:30-10:00</td>
</tr>
<tr>
<td><strong>SESSION 2</strong></td>
<td></td>
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<tr>
<td>10:30-12:00</td>
<td>Leading the Board: The</td>
<td>10:00-11:30</td>
<td>10:00-11:30</td>
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<td>Chair's Role in Culture an</td>
<td>Sustainability</td>
<td>Leveraging Diversity to</td>
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<td>Dialog</td>
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<td>Strengthen your Board</td>
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<td>Pendergast</td>
<td>Kurtz</td>
<td>Pearce</td>
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<tr>
<td>12:15-12:45</td>
<td>Virtual Lunch (optional)</td>
<td>11:45-12:15</td>
<td>11:30-12:00</td>
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<td></td>
<td></td>
<td>Virtual Lunch (optional)</td>
<td>Program Close</td>
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<td>Pendergast</td>
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Live Virtual Offerings in 2021

- **Family Enterprise Boards**
  February 1-19, 2021
  8 sessions (7 morning, 1 afternoon)

- **Forming Family Enterprise Governance**
  March 8-24, 2021
  6 sessions (5 morning, 1 afternoon)

- **Governing Family Enterprises**
  April 12-30, 2021
  9 sessions (all morning)

- **Leading for Impact within Family Enterprises**
  May 3-14, 2021
  10 sessions (8 morning, 2 afternoon)

For detailed schedules, contact your Program Advisor
- Sheneen Landry
  s-landry@kellogg.northwestern.edu
Academic Leadership

Jennifer Pendergast
John L. Ward Clinical Professor of Family Enterprise

Ivan Lansberg
Adjunct Professor of John L. Ward Center of Family Enterprises

Brooke Vuckovic
Clinical Professor of Leadership
Programs Team

Sheneen Landry
Associate Director, Executive Development Advising
Kellogg Executive Education

Cindee Bath
Associate Program Director
John L. Ward Center for Family Enterprises
Family Enterprise Boards
February 1-19, 2021

• Empowers current and future directors of family-owned businesses
• Learn to design, engage, and lead boards that leverage their companies’ strategic advantages
• Understand the unique challenges of selecting family and non-family directors
This program is ideal for:

- Family enterprises who have fiduciary or advisory boards in place or are in the process of building them
- Current family and non-family board directors, trustees and chairs of family-controlled firms
- Family members developing themselves for future roles as board members in their enterprise
- Family and non-family executives who interact with or who will soon be appointed to the board
Forming Family Enterprise Governance

March 8-24, 2021

• Gain leadership insights on governance architecture and effective decision making to support a vision that will guide multi-generational continuity

• Prepare for the critical time in a family enterprise’s evolution when moving from the processes, people and structures that proved successful for a controlling owner to those that support a sibling partnership
Who is this program for?
Forming Family Enterprise Governance

This program is ideal for:

• Family controlled businesses in the founders and/or sibling stages of ownership who are beginning to build their governance structures

• Members of enterprising families, non-family executives and advisory board members
Governing Family Enterprises
April 12-30, 2021

- Understand that well-designed governance structures and process are key to success for multi-generational family enterprises
- Build governance systems that sustain family enterprises in the cousin stage and beyond
- Educate and empower multi-generational ownership groups to successfully negotiate generational transitions and ensure continuity
Who is this program for?

Governing Family Enterprises

This program is meant for:

• Members of family controlled enterprises in the 3rd generation or beyond, with a significant number of family owners and minimum annual revenue of US$100m with a preference for $500m or above
• Family and non-family board directors
• Family and non-family CEOs and other senior executives in the business
• Family members involved in governing their family councils, family office or their family foundations
• Family shareholders
Leading for Impact within Family Enterprises
May 3-14, 2021

• Identify and appreciate multiple spheres of leadership in the family enterprise
• Learn the skills needed to lead with confidence and build a successful enterprise
• Designed with multiple points of personal and group interaction, instructors deliver classroom learning as well as individual and group coaching to build a strong leadership toolkit
Who is this program for?
Leading for Impact with Family Enterprises

This program is ideal for:

• New or emerging leaders of an enterprising family
• Established family and non-family leaders in roles such as: board chair, CEO or CEO candidate, family council chair, family foundation chair, family office head, family director or trustee
2021 Live Virtual Family Enterprise Programs

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For more information:

• The recording of today’s webinar will be emailed to all registrants. Feel free to share with your family members!

• Register for our next info session to learn more about **Leading for Impact within Family Enterprise** on December 9 at 12pm CT at [bit.ly/famlead129](bit.ly/famlead129)

• Go to [kell.gg/kxfambiz](kell.gg/kxfambiz) to visit our program pages

• Contact your Program Advisor – Sheneen Landry [s-landry@kellogg.northwestern.edu](s-landry@kellogg.northwestern.edu)
Questions?
THANK YOU FOR JOINING US!

Visit us at kell.gg/kxfambiz