

Leading for Impact in the Family Enterprise

John L. Ward Center for Family Enterprises

Information Session

November 18, 2020

Live Poll #1

- **What is your *primary* leadership role in the family enterprise?**
 - Family executive in a family enterprise
 - Non-family executive in a family enterprise
 - Leader in the family system (family council, foundation)
 - Family member involved in governance of the family enterprise
 - Non-family, independent director
 - Other (or a combination of these)

Live Poll #2

- **Have you or anyone in your family previously participated in one of Kellogg's Family Enterprise Suite of programs?**
 - Yes
 - No

Leading for Impact in the Family Enterprise: Program Overview

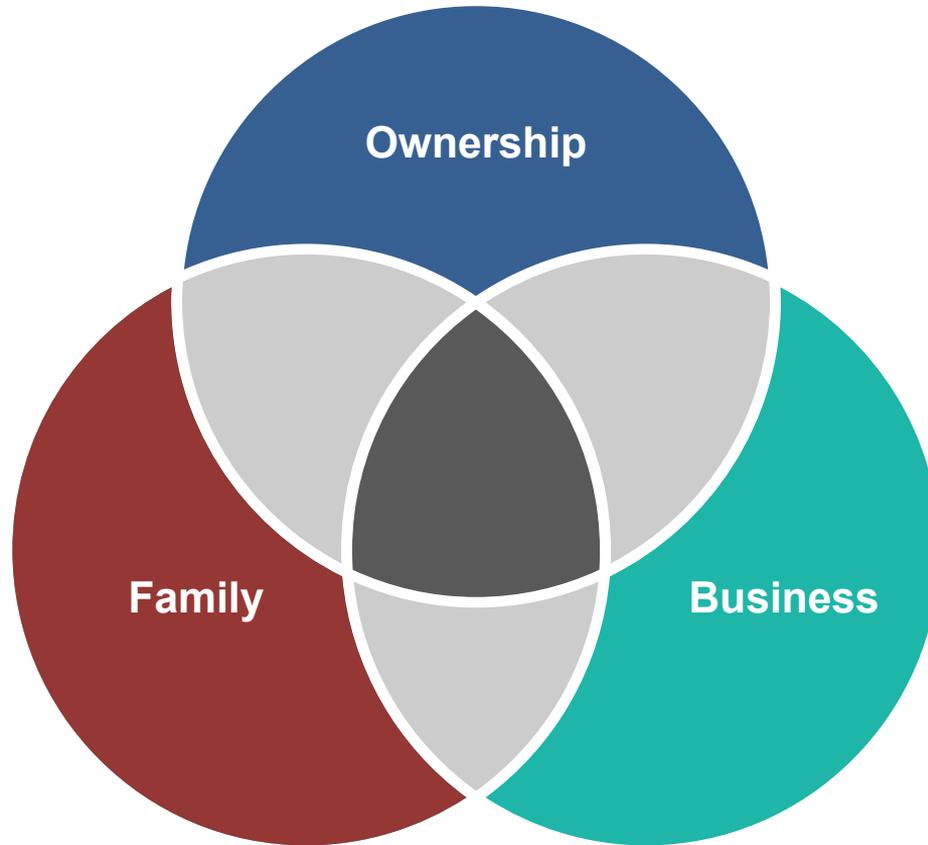
Kellogg Family Enterprise Suite

- 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 *in the field* 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

Live Virtual Family Enterprise Programs (2021)

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

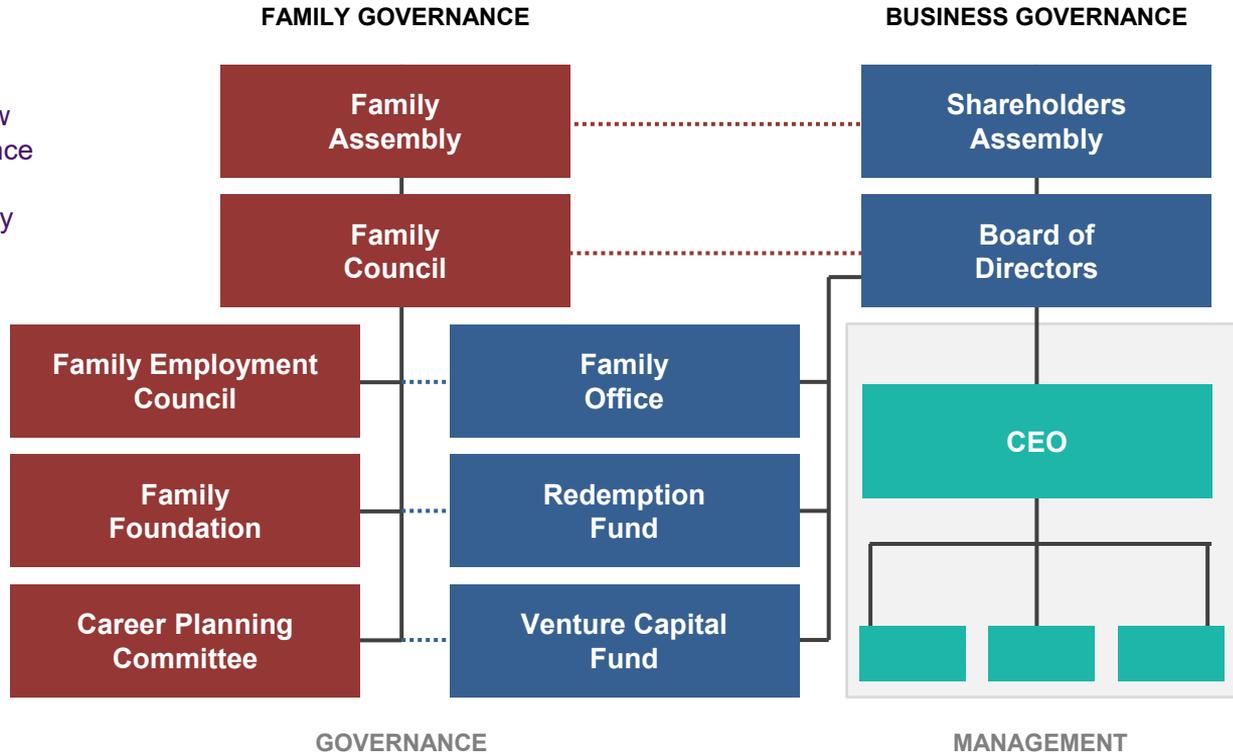
How our programs work together for you and your enterprising family...



Governing Family Enterprise

SYSTEM

Understand how family governance systems build continuity, family unity and commitment.

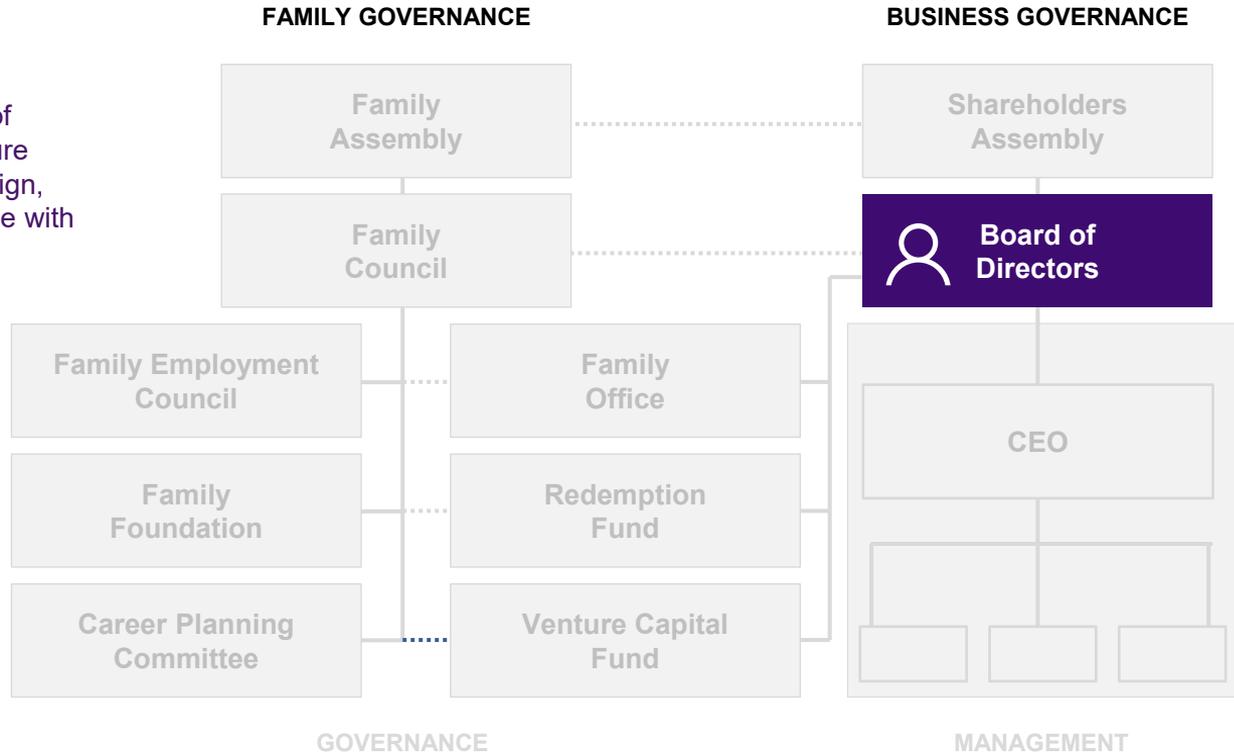


Family Enterprise Boards



GROUP

Build capacity of current and future directors to design, lead and engage with or on boards

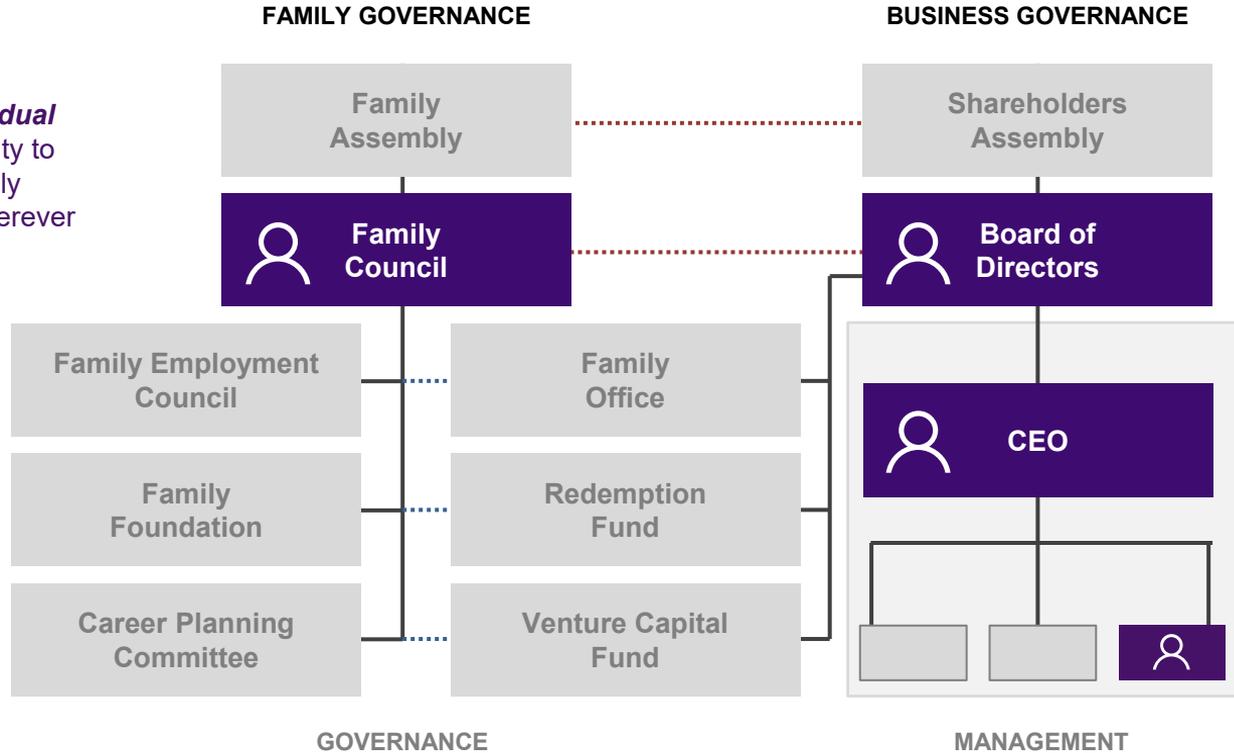


Leading Family Enterprises



LEADER

Build the *individual leader's* capacity to lead within family enterprise—wherever they sit.



Our Program's Promise to You

- **Focused.** *We are sensitive to and expert in leadership in the family enterprise*
- **Pragmatic.** *We have designed this program around the most important leadership skills and insights for those in family enterprise; those you can begin using straight away*
- **Tailored.** *We care about you—the individual—and your enterprise.*
- **Communal.** *We want you to be well-networked and connected.*

This program is ideal for:

- New or emerging leaders
- Established family leaders
- Family or non-family executives “letting go” or “stepping up”
- Non-family leaders who are new to family enterprise

Dates: Live Virtual Offerings in 2021

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

Program Overview...

Sample Live Virtual Schedule: Leading for Impact in Family Enterprise

Week 1

TIME (US CENTRAL)	MONDAY May 3	TUESDAY May 4	WEDNESDAY May 5	THURSDAY May 6	FRIDAY May 7
8:00-8:30	Coffee & Connect	Coffee & Connect	Coffee & Connect		Coffee & Connect
8:30-10:00	Leadership Development within Family Enterprise Vuckovic	The Dream Lansberg	Generativity and Leadership Legacy McAdams	1:30-3:00 Philosophy of Leadership Vuckovic	Managing Difficult Conversations Across the Family Enterprise Vuckovic
10:00-10:30	Break	Break	Break	Break	Break
10:30-12:00	10:30-12:00 Group Coaching (Introductions and Strengths)	Establishing Credibility as a New Leader Lansberg	10:30-12:30 Achieving Life Balance Kraemer	3:30-5:00 Group Coaching The Dream	CONTENT Difficult Conversations workshop
12:00-12:15		Break	Break	Break	Break
12:15-1:30		12:15-12:45 Virtual Lunch (optional)		5:15 6:30 BYOB Fun event	Individual Coaching Office Hours

Sample Live Virtual Schedule: Leading for Impact in Family Enterprise

Week 2

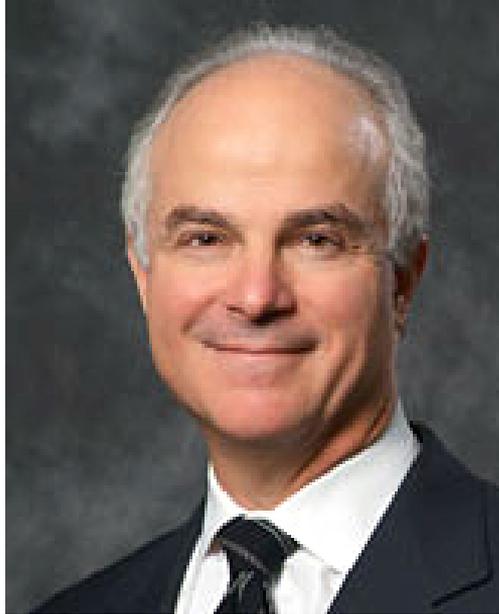
WEEK 2					
TIME (US CENTRAL)	MONDAY MAY 10	TUESDAY MAY 11	WEDNESDAY MAY 12	THURSDAY MAY 13	FRIDAY MAY 14
8:00-8:30	Coffee & Connect	Coffee & Connect	Group Reflection	1:00-1:30 Group Reflection	8:00-8:30 Action Planning
8:30-10:00	Design Thinking for Leaders Schonthal	Letting Go Lansberg	Together: Essentials for Effective Collaboration Pearce	1:30-3:00 Leading at Pivotal Moments Pendergast	Group Coaching: Philosophy of Leadership Presentations and Action Plan Sharing
10:00-10:30	Break	Break	Break	Break	Break
10:30-12:00	Design Thinking for Leaders Schonthal	Leading Your Family Lansberg	Together: Essentials for Effective Collaboration and The Purpose Path Pearce	3:30-5:00 Leading at Pivotal Moments (EIR Panel) Pendergast	11:00-12:00 Leading for Impact: Re-entry Strategies and Program Close Vuckovic
12:00-12:15	Break	Break	Break	5:00-6:30 Happy Hour and Celebration	Break
12:15-1:30	Individual Coaching Office Hours	Individual Coaching Office Hours	Emotional Intelligence and Leadership Assessment Lunch Langewisch		<i>Thank you for your participation!</i>

Ward Center's 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

LIFE Programs Team



Sheneen Landry

Associate Director, Executive Development Advising
Kellogg Executive Education



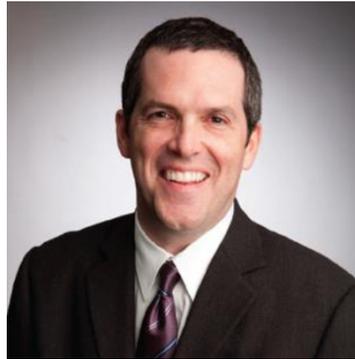
Cindee Bath

Associate Program Director
John L. Ward Center for Family Enterprises

LIFE Coaching Team



Bob Langewisch
Director of Coaching LIFE



David Ransburg



Linda Balkin



Mary Nelson



Fraser Clark



Wendy Ulaszek

Our Coaching Program

PURPOSE: Complement the course content & personalize your experience.

Individual

- Application
- 360/Feedback Insights
- Experimentation

Small Group

- Strengths/Dream
- Deeper Connections
- Peer Coaching/Support

• During the program

• Post-Program



Questions?

For more information:

- The recording of today's webinar will be emailed to all registrants. Feel free to share with your family members!
- **Any questions?** Contact Cindee Bath, who knows everything and/or can send you to just the right person!
c-bath@kellogg.northwestern.edu
- **Interested in registering?** Contact our Program Advisor – Sheneen Landry s-landry@kellogg.northwestern.edu
- Go to kell.gg/kxfambiz to visit our full program page

*THANK YOU FOR
JOINING US!*

Visit us at kell.gg/kxfambiz

