Leading for Impact in the Family Enterprise

John L. Ward Center for Family Enterprises

Information Session
November 18, 2020

Northwestern | Kellogg
EXECUTIVE EDUCATION
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

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

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

<table>
<thead>
<tr>
<th>TIME (US CENTRAL)</th>
<th>MONDAY May 3</th>
<th>TUESDAY May 4</th>
<th>WEDNESDAY May 5</th>
<th>THURSDAY May 6</th>
<th>FRIDAY May 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
<td>Coffee &amp; Connect</td>
<td></td>
<td>Coffee &amp; Connect</td>
</tr>
<tr>
<td>8:30-10:00</td>
<td>Leadership Development within Family Enterprise</td>
<td>The Dream</td>
<td>Generativity and Leadership Legacy</td>
<td>1:30-3:00 Philosophy of Leadership</td>
<td>Managing Difficult Conversations Across the Family Enterprise</td>
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<tr>
<td></td>
<td>Vuckovic</td>
<td>Lansberg</td>
<td>McAdams</td>
<td>Vuckovic</td>
<td>Vuckovic</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-12:00</td>
<td>10:30-12:00 Group Coaching (Introductions and Strengths)</td>
<td>Establishing Credibility as a New Leader</td>
<td>10:30-12:30 Achieving Life Balance</td>
<td>3:30-5:00 Group Coaching The Dream</td>
<td>CONTENT Difficult Conversations workshop</td>
</tr>
<tr>
<td></td>
<td>10:30-12:00</td>
<td>Lansberg</td>
<td>Kraemer</td>
<td></td>
<td></td>
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<tr>
<td>12:00-12:15</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
</tr>
<tr>
<td>12:15-1:30</td>
<td>12:15-12:45 Virtual Lunch (optional)</td>
<td>Break</td>
<td>Break</td>
<td>5:15 6:30 BYOB Fun event</td>
<td>Individual Coaching Office Hours</td>
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## Sample Live Virtual Schedule: Leading for Impact in Family Enterprise

### Week 2

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