

# Leading for Impact in the Family Enterprise

John L. Ward Center for Family Enterprises

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*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

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# Kellogg Family Enterprise Suite

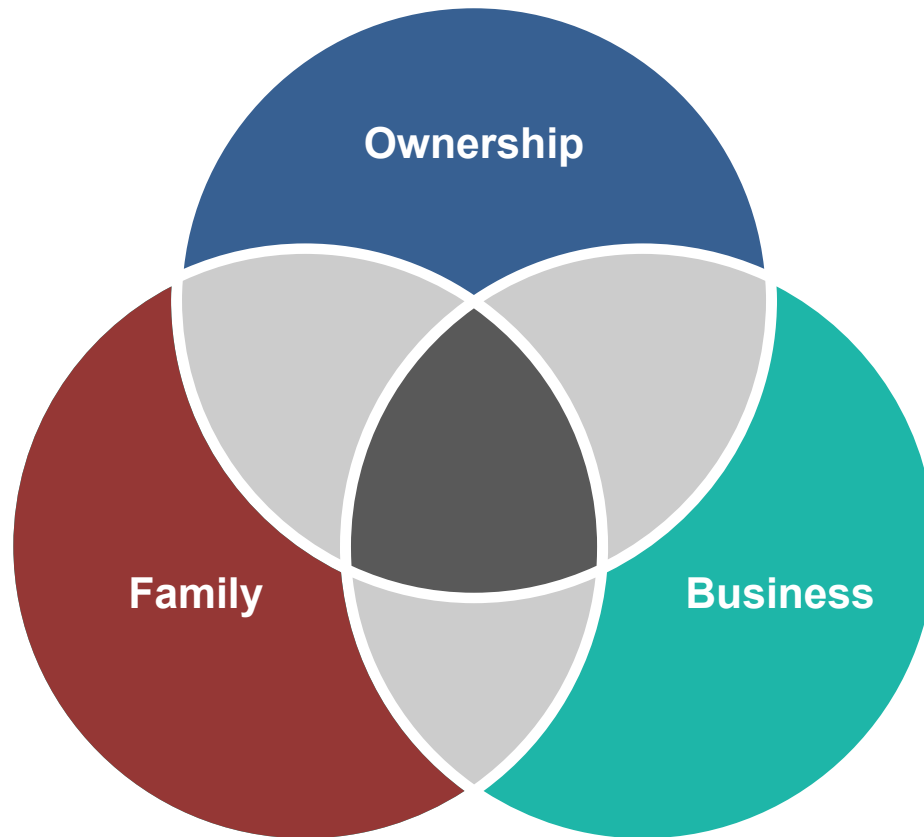
- Designed to support multi-generational continuity of family enterprises, including succession planning, ownership preparation and next generation leadership development
- Offers a multi-disciplinary approach and ***in the field*** guidance to address complex family business challenges
- Convenes a 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...

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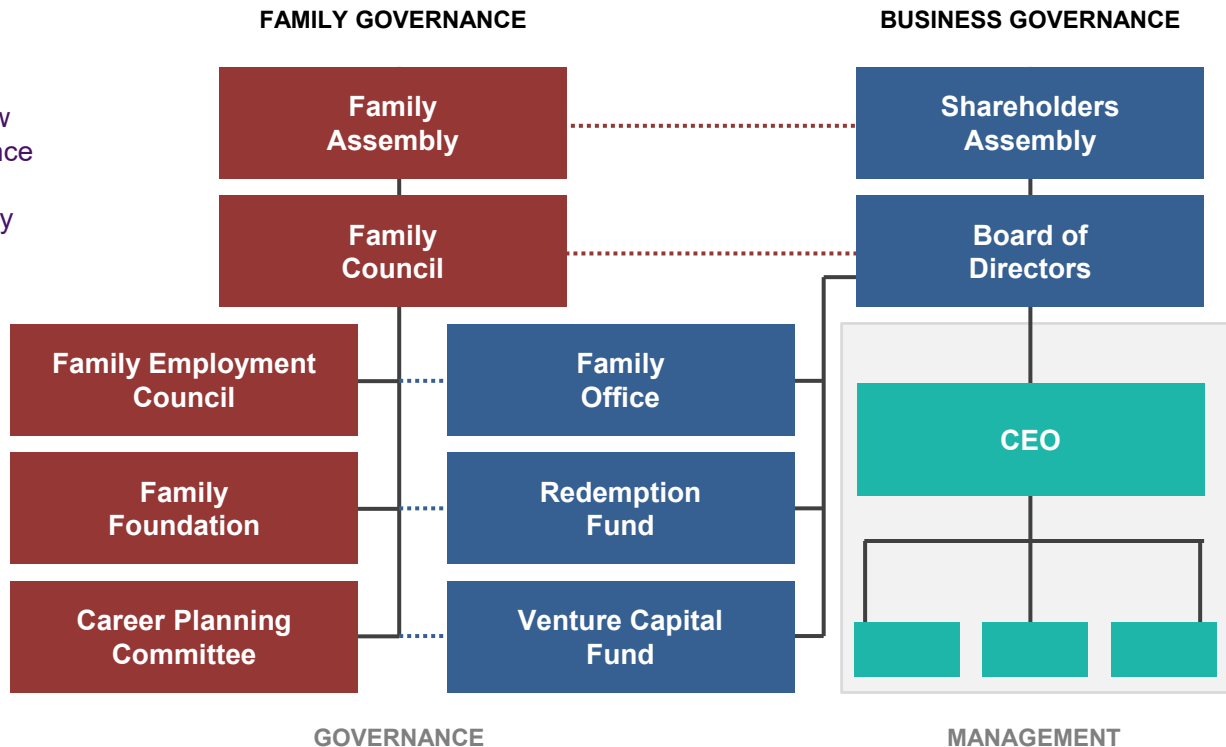


# Governing Family Enterprise



## SYSTEM

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

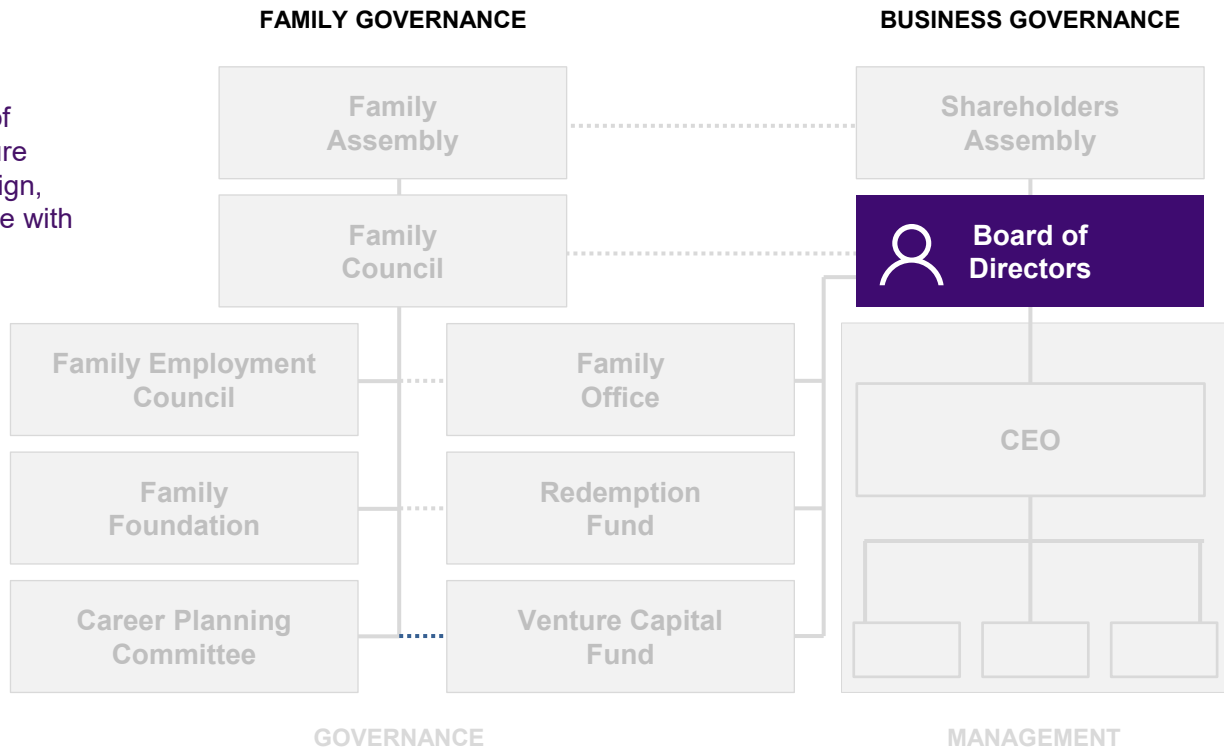


# Family Enterprise Boards



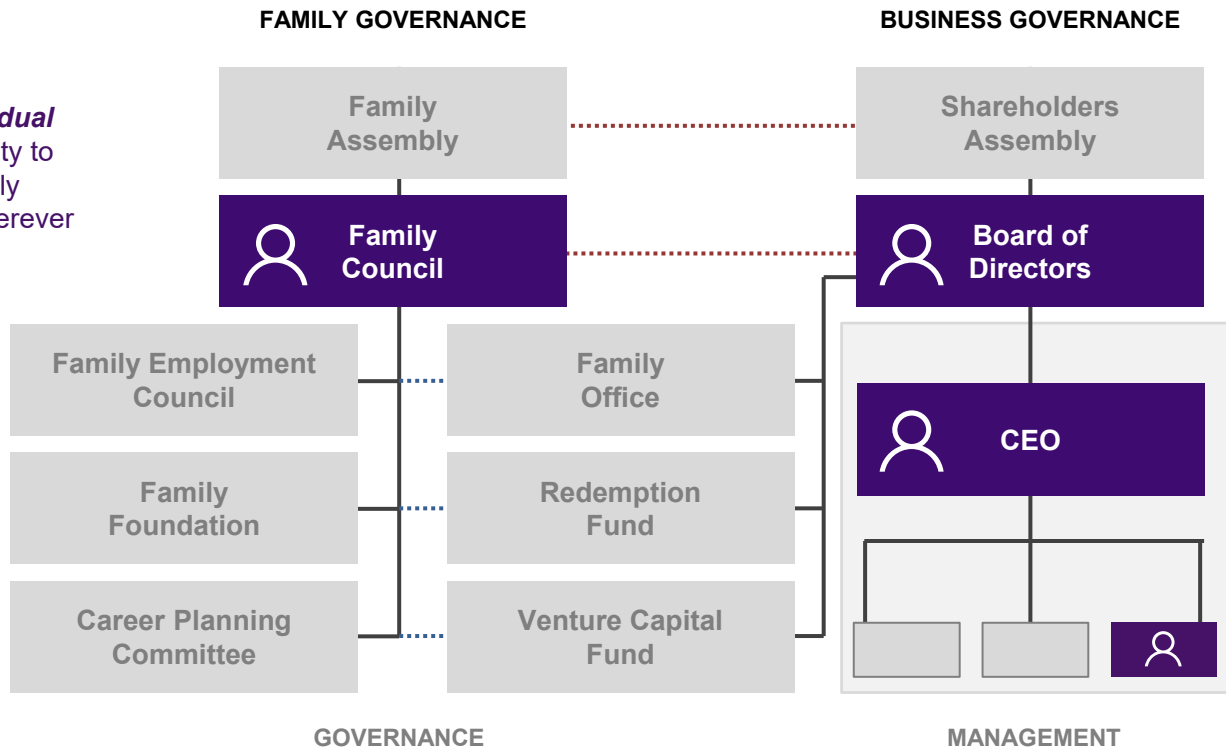
GROUP

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



# Leading Family Enterprises

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](mailto:s-landry@kellogg.northwestern.edu)

# Program Overview...

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# 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		Thank you for your participation!

# Ward Center's Academic Leadership



**Jennifer Pendergast**

John L. Ward Clinical Professor  
of Family Enterprise



**Ivan Lansberg**

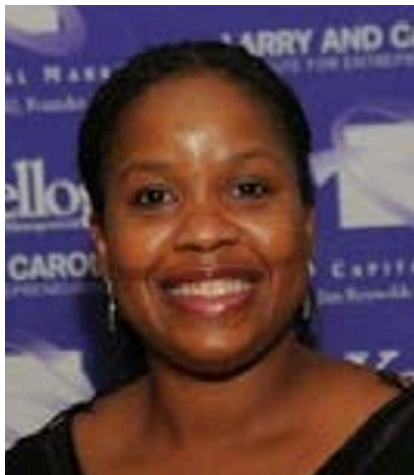
Adjunct Professor of John L. Ward  
Center of Family Enterprises



**Brooke Vuckovic**

Clinical Professor of Leadership

# LIFE Programs Team



**Sheneen Landry**

Associate Director, Executive Development Advising  
Kellogg Executive Education



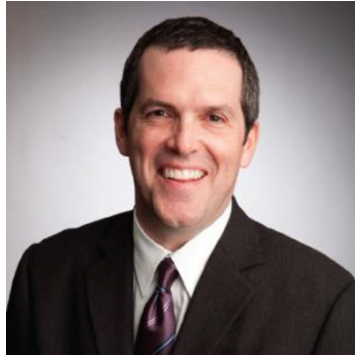
**Cindee Bath**

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](mailto:c-bath@kellogg.northwestern.edu)
- **Interested in registering?** Contact our Program Advisor – Sheneen Landry [s-landry@kellogg.northwestern.edu](mailto:s-landry@kellogg.northwestern.edu)
- Go to [kell.gg/kxfambiz](https://kell.gg/kxfambiz) to visit our full program page



*THANK YOU FOR  
JOINING US!*

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