

Leading for Impact Within Family Enterprise

A Personal Approach

Formerly named
Leading Family
Enterprises

Dates TBD

As an aspiring leader within family enterprise, you'll discover how to establish your credibility and authority in the business community, among family shareholders, and with the board and management team. As an established leader, you'll explore the complexities of mentoring the next generation and of managing succession and letting go. For all, the program can enable you to better manage the nuanced paradoxes that are characteristic of family business leadership.

This highly interactive program includes lectures with world-class experts on family enterprise, explorations of leadership within prominent family enterprises and group discussions with peers facing leadership challenges similar to yours. With insights gained from a 360-degree assessment and personalized individual and group coaching, you'll leave better able to meet the personal, familial and organizational challenges of your dynamic enterprise.

The John L. Ward Center for Family Enterprises faculty have spent years working with multi-generational family enterprises. Family businesses are different, and our faculty know why.

“A fantastic personal growth opportunity. Incredibly well conceived and executed by extraordinarily gifted teachers and researchers. So much content, but I wouldn't want to sacrifice any of it.”

SHAREHOLDER/CO-CHAIR, FAMILY COUNCIL BOARD,
J.M. HUBER CORPORATION

Learn more and apply: kell.gg/kxfamlead

* Your program fee includes accommodations, meals and course materials.
Dates and program fees are subject to change.

Key Benefits

- Articulate a detailed vision for the future of the family, the enterprise and for your own leadership role
- Learn to communicate your vision and imbue it with the significance and purpose needed to engage your family and your employees
- Understand the fundamental importance of emotional intelligence for successfully leading in senior roles
- Learn to manage the unique dilemmas that confront family enterprise leaders in ways that harness the strategic advantages of these organizations
- Learn to manage generational transitions and to collaborate effectively with your seniors, juniors and generational peers
- Discover how best to constructively influence the many stakeholders of a family enterprise
- Discuss the special challenges and skills needed to earn trust and authority as a family enterprise leader
- Master working effectively with the board of directors, shareholders, management and the family

Who Should Attend

- 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

Please note: This is an approval program limited to individuals with specific business experience. Before enrolling, you must receive approval from the Kellogg School of Management to participate. Please visit the program website for more information.

Groups of up to five participants from a family enterprise can be accommodated in each session. Requests for groups of more than five in a single session must be approved by the program's Academic Director. Please direct your inquiry to the John L. Ward Center for Family Enterprises at c-bath@kellogg.northwestern.edu.

Program Content

Understanding Leadership in Family Enterprises

- Learn to understand leadership as a collaborative function that can be performed by a constellation of leaders occupying family, shareholder and management roles
- Find out how leaders of a family enterprise can improve team-leading and decision-making skills
- Learn to build positive relationships with family members who are your seniors, peers and subordinates in the business
- Explore how to lead generational transitions effectively and in ways that respect the needs of both the enterprise and the family

Leading Shareholders and the Board of Directors

- Tap into shareholder needs and provide them with coherent direction
- Learn to lead an effective family company board

Understanding Your Personal Leadership Style and Vision

- Through assessment and coaching, understand your leadership strengths to continue developing, and areas of opportunity for work and reflection
- Articulate your personal and professional dream and learn to translate it into a leadership story that is compelling to your followers
- Learn to develop yourself as an authentic and effective leader
- Explore how to connect your dream with the needs and aspirations of all stakeholders and weave a compelling vision for the family enterprise

Balancing Work and Family

- Develop effective strategies to invigorate and sustain your leadership
- Learn to establish meaningful priorities for your personal and professional life

Transitioning Back to the Family Enterprise

- Develop a leadership action plan and explore the viability of your plan with your peers and coach
- Learn how best to translate the ideas from the program to the unique circumstances of your family enterprise
- Continue the conversations with your coach after the program

* Special Feature * Personalized Coaching

To extend and deepen the impact of your experience, the program includes a customized component that provides the support and expertise of a professional coach. Specifically designed to complement the curriculum, a coach will provide advice, support and additional resources to strengthen your leadership development through coaching sessions during the program and three post-program coaching audio or video calls.

The Faculty

This program's faculty is composed of leading experts who understand the complexity of family enterprises and the unique challenges you face. They are committed to sending you home prepared to address these challenges successfully.

Brooke Vuckovic

Academic Director; Clinical Professor of Leadership

Harry M. Kraemer

Clinical Professor of Strategy

Ivan Lansberg

Adjunct Professor, John L. Ward Center for Family Enterprises Executive Education Programs

Dan McAdams

Henry Wade Rogers Professor of Psychology, School of Education and Social Policy

Nicholas Pearce

Clinical Associate Professor of Management and Organizations

Jennifer Pendergast

John L. Ward Clinical Professor of Family Enterprise and Executive Director of the John L. Ward Center for Family Enterprises

*Please note:
Faculty is subject to change.*



Your Learning and Living Experience

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

** When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxfamlead

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018

Leading for Impact Within Family Enterprise

A Personal Approach

ACADEMIC DIRECTOR: Brooke Vuckovic

SAMPLE SCHEDULE - IN PERSON

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSIONS			Individual Coaching Sessions	Individual Coaching Sessions	Individual Coaching Sessions
		Personal/ Professional Dream and Mission Lansberg	Philosophy of Management in Family Business Vuckovic	On Successful Successors Miller	
		What's Your Story? Buck	Leading Your Family and Ambidextrous Leadership Lansberg and Ulaszek	Achieving Life Balance Kraemer	Letting Go Lansberg
LUNCH					Transitioning Back Lansberg and Vuckovic
AFTERNOON SESSIONS	Understanding Leadership in the Family Enterprise Lansberg	Leadership and Innovation Wolcott	Small Group Coaching Session: Understanding Your Strengths	Small Group Coaching Session: Creating Your Action Plans	
	Emotional Intelligence and The Family Enterprise Vuckovic		Establishing Your Credibility as a New Leader Lansberg	Live Case Lansberg	
	Leading and Following Buck	Individual Coaching Sessions	Individual Study or Recreation	Award, Lecture and Reception	
DINNER					
EVENING SESSION	Introductions Lansberg and Vuckovic	Individual Coaching Sessions	Dream Exercise	Celebration of Family Enterprise Leadership with members of the Kellogg Family	

Learn more and apply:
kell.gg/kxfamlead

Consult with an Advisor:
execed@kellogg.northwestern.edu
847.467.6018

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.