

The Single Family Office

Maximizing performance in a complex environment

In-person

June 10–12, 2025

Miami Campus

\$6,500*

How can you align the goals of the family office with the goals of the family and stakeholders? How can your office develop and promote family trust in the family office? What is the best approach to challenging conversations with family stakeholders around wealth management, governance, and education?

Challenging, often subtle family dynamics, sensitive communications, and interlinked governance structures all contribute to the complexity of family offices. This program focuses squarely on the management, planning and governance skills family-office leaders must master and manage.

Guided by a renowned faculty of experts and advisors in family organizations, teamwork, and communication, you will learn to navigate complex family office dynamics to more fully align stakeholders. You will develop skills to plan strategy, promote trust and communication, and address challenging issues around governance and continuity. All of these skills will help to promote family harmony and maximize family office performance.

“The challenges presented in leading a single family office are unique, due to centrality of family members as owners, clients, and board members. The Single Family Office (SFO) program addresses the critical skills an SFO leader needs to meet these challenges. The program offers a rare opportunity for you and your SFO peers to learn the skills to better lead your office and enhance value to family clients from Kellogg professors with deep family enterprise experience.”

TIM KELLY, ADJUNCT LECTURER OF FAMILY ENTERPRISES

Key benefits

- Understand and address family dynamics that affect and impede family office functions and processes.
- Gain skills to promote trust-building positive interactions among family office stakeholders.
- Learn practical insights about family, family business, and family office governance.
- Develop strategic planning skills related to continuity, succession, outsourcing, and other areas.
- Share insights with other family office leaders, while learning from their experience.

Who should attend

Senior executive leaders of single family offices. Typically, these executives are non-family members. These executives will lead multi-disciplinary family office teams that serve the needs of sophisticated multi-generational family offices.

*Please note: **Applications for the program will be screened to ensure participants meet the requirements of employment at a single family office.** All applications will be subject to review and approval by the Academic Directors. Acceptance is contingent upon approval. Should we have questions regarding your eligibility, we will contact you for further information.*

Learn more and apply: kell.gg/kxfamoff

* Your program fee includes classroom instruction, program materials, meals and coffee breaks. Accommodations are not included in Miami Campus program. Dates and program fees are subject to change.

Program content

Family office history and future

- This session will cover the history and evolution of family offices since the 1980s, including key characteristics for a successful family office.
- We will discuss challenges that confront single family office executives and factors that will likely need to be addressed in the future.

Earning trust

- Building trust with family clients is key to success for any family office. Trust is developed at both the institutional, office level as well as the interpersonal level.
- You will explore key factors crucial for achieving trust amongst clients and staff.

Brave voices: How leaders build cultures of courageous conversations

- For our relationships, teams, and communities to thrive, we need everyone's voice in the conversation. In the family office context, the ability to address challenging topics with clients, team members and other stakeholders is crucial to a productive culture and trust.
- You will 1) gain insights on how to build confidence and the courage to speak bravely and say what needs to be said, and 2) learn practical steps for leaders to "encourage courage" in others, building cultures of brave voices to maximize organizational performance.

Purpose and strategy across generations for the family office

- Are you clear on family office purpose? How does it evolve over time — from founder generation and beyond? How do you get the family to engage on clarifying purpose?
- You will learn how to define, execute, and measure family office success, including metrics aligned with purpose and strategy, compensation/rewards, and reporting.

Governance and the family office

- Understand the unique position of the family office in governance of the family enterprise and its impact on the drivers of effective governance.
- You will learn important governance lessons for family office leadership to support direction, accountability and control in the enterprise AND unity and commitment from owners.

The faculty

Matt Allen

Co-Academic Director; John L. Ward Clinical Professor in Family Enterprise and Executive Director of the John L. Ward Center for Family Enterprises

Jennifer Pendergast

Co-Academic Director; Adjunct Professor of the John L. Ward Center for Family Enterprises and Adjunct Professor of Kellogg Executive Education

Michelle Buck

Clinical Professor of Executive Education

Richard Jolly

Clinical Associate Professor of Management & Organizations

Tim Kelly

Adjunct Lecturer of Family Enterprises

*Please note:
Faculty is subject to change.*



Your learning experience

When you join our dynamic blended programs, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:
kell.gg/kxfamoff

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