

# Forming Family Enterprise Governance

## Creating Structures and Processes to Ensure Success and Continuity

### BLENDED EXPERIENCE

#### LIVE VIRTUAL:

Feb. 5 & 7, 2024

#### IN PERSON:

Feb. 19-22, 2024

Miami Campus

\$11,500\*

One of the most critical times in a family enterprise evolution is moving from the processes, people and structures that proved successful for a controlling owner to those that support a sibling partnership.

Providing your stakeholders with education from the leading academic experts on governance can increase your confidence that you will have the latest insights, and can move forward with the right systems that fit your stage and needs.

This program is focused on what skills leaders need to design appropriate governance architecture, lead effective decision-making across all stakeholders and set a vision that will guide multi-generational continuity. Leading faculty from the John L. Ward Center for Family Enterprises and across Kellogg, in addition to insights from successful families who have made this transition, will provide you with engaging and thought-provoking approaches and frameworks.

**“This program provided an excellent overview of the issues surrounding early governance formation and transition in family business. Each time that members of my family or I take time away to wrestle with these issues, I have inevitably noticed growth and change in a positive direction for our family and our business.”**

FAMILY MEMBER AND NEUROLOGIST, CENTRE FOR NEURAL SKILLS

### Key Benefits

- Learn the governing structures families must consider to promote multi-generational continuity
- Understand the heterogeneity of each stakeholder in family enterprises — family, owner and management
- Appreciate the unique challenges of operating in the sibling stage of ownership, as well as the requirements to transmit the business beyond this stage
- Acquire tools and language to put these concepts in action with the rest of the family
- Learn from other families in a similar stage of evolution through exposure to other participants and cases

### Who Should Attend

- Members of enterprising families and non-family executives with businesses in the founders and/or sibling stages of growth. Consultants or advisors are not eligible unless attending with a family member.

*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](mailto:c-bath@kellogg.northwestern.edu).*

Learn more and apply: [kell.gg/kxfameg](https://kell.gg/kxfameg)

\* 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

### This program helps you:

- Develop a theory of family business governance
- Design an appropriate, optimal governance structure for your enterprise
- Learn how governance structures and policies interact to elicit constructive shareholder engagement and organizational effectiveness
- Acquire skills needed to effectively lead the processes of governance
- Understand the roles of owners and the responsibilities of family, boards and executive management
- Maximize board and family leadership effectiveness
- Differentiate ruling from governing
- Explore the use of influence within a family system
- Build awareness of the process of creating and refining a family constitution

**“This program provided a great opportunity for me and my family to learn more about the unique issues affecting families in business, to connect with other families considering similar issues, and to carve out valuable time to discuss these issues as a family.”**

COO, CORPORATE SETTLEMENT SOLUTIONS

## The Faculty

The faculty for this program knows firsthand the complexities that a family enterprise faces in establishing governance processes wisely. Leading experts in family business practice, seasoned advisors and directors of best-in-class family enterprises, they bring a rare depth of understanding and wisdom to your learning experience.

### Jennifer Pendergast

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

### Michelle Buck

Clinical Professor of Executive Education

### Richard Jolly

Clinical Associate Professor of Management & Organizations

### Ivan Lansberg

Adjunct Professor, John L. Ward Center for Family Enterprises

*Please note: Faculty is subject to change.*

## Kellogg Executive Education

### Live Virtual Program features:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg's renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



### Your In-Person Learning Experience

The Kellogg School's Miami campus includes a custom-designed executive classroom facility located just outside of downtown Miami in Coral Gables, Florida. Designed to mirror the James L. Allen Center, our executive learning center in Evanston, it includes tiered classrooms, study group rooms, lounge areas and snack rooms.

Learn more and apply:  
**[kell.gg/kxfameg](https://kell.gg/kxfameg)**

Consult with an Advisor:  
**[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018**