

Governing Family Enterprises

**New Insights and Skills for
All Involved in the Family Business**

BLENDED EXPERIENCE

LIVE VIRTUAL:

Sept. 18 & 20, 2023

IN PERSON:

Oct. 2-5, 2023
Evanston Campus

\$13,000*

BLENDED EXPERIENCE

LIVE VIRTUAL:

March 4 & 6, 2024

IN PERSON:

March 18-21, 2024
Miami Campus

\$11,500*

In a supportive environment alongside members of other enterprising families facing similar issues, you, your siblings, other relatives and board members can tackle the complex issues of continuity and governance. Led by Kellogg's expert faculty, this highly collaborative program explores in-depth the specialized knowledge and skills unique to the effective governance of a complex family enterprise.

You will learn to differentiate between the roles and responsibilities of owners, family members (those in and outside of management), independent directors and executives. Learners will develop new governance and leadership skills while working through real-world cases with peers from other respected families, and leave energized and equipped to define the future of the family enterprise with confidence.

“This is a very comprehensive and insightful program on what makes great family companies great. You'll learn about the importance of acknowledging independence between owners, management and family and how these dynamics work.”

CHIEF COMMUNICATION & CORPORATE RESPONSIBILITY OFFICER,
JERONIMO MARTINS

Learn more and apply: kell.gg/kxfamgov

* Your program fee includes classroom instruction, program materials, and meals during the in-person sessions. Accommodations are included in Evanston Campus program. Accommodations are not included in Miami Campus program. Dates and program fees are subject to change.

Key Benefits

- Define the roles and responsibilities of owners, directors, board chairs, the executive team and the family council
- Improve your board's effectiveness
- Understand critical governance policies needed to sustain the relationship between the enterprise and the family
- Learn how a common vision can unite family owners in a long-term commitment to continuity
- Explore how governance can be used to gain trust among family owners, directors and top management
- Leverage governance as a key competitive advantage of family business

Who Should Attend

- Family and non-family directors, CEOs, board chairs and trustees of family-controlled firms. The enterprise must be 3rd generation or beyond, with a significant number of family owners and minimum annual revenue of US\$100m with a preference for \$500m or above.
- Family members involved in governing their family councils, family office or family foundations
- Family shareholders

Please note: This approval program is 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

Governance Challenges Facing the Family Business

- Develop a theory of family business governance
- Explore how shareholder families evolve
- 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
- Confront the contradictions and paradoxes of governance

Defining Roles and Responsibilities

- Understand the roles of owners and the responsibilities of family councils, boards and executive management
- Learn how to unite board, family council and other governance committees to work as a team
- Differentiate ruling from governing
- Manage the extended family
- Enhance shareholder loyalty, voice and commitment

Board Development and Evaluation

- Improve board decision-making
- Build high-functioning board and family council teams
- Maximize board and family leadership effectiveness
- Learn how boards can add distinct value

The Faculty

The faculty for this program knows firsthand the complexities a family faces in governing 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; Executive Director of the Kellogg John L. Ward Center for Family Enterprises

Ivan Lansberg

Academic Director; Adjunct Professor, John L. Ward Center for Family Enterprises

Loran Nordgren

Professor of Management & Organizations

Leigh Thompson

J. Jay Gerber Professor of Dispute Resolution and Organizations; Director, Kellogg Team and Group Research Center (KTAG)

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 and Living 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. Our Evanston in-person programs are 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/kxfamgov

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