Programmes and resources for family businesses and their communities

Executive Education Programmes

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Enterprise Challenge</td>
<td>For family teams of 2-8 persons, age 18-98.</td>
<td>4.5 days</td>
</tr>
<tr>
<td>Value Creation for Owners and Directors</td>
<td>For family business owners and directors.</td>
<td>6 days</td>
</tr>
</tbody>
</table>

International Directors Programme
For family and non-family board members and C-suite executives.
3 modules of 3 days

INSEAD Social Entrepreneurship Programme
For entrepreneurs and executives in leadership roles.
6 days

Company Specific Programmes
Programmes tailored to your family’s needs and objectives.

Degree Programmes – including a focus on family business

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Business Administration</td>
<td>For next-generation family members.</td>
<td>10 months</td>
</tr>
<tr>
<td>Executive Master in Consulting and Coaching for Change</td>
<td>For HR professionals, coaches, consultants and executives.</td>
<td>18 months</td>
</tr>
</tbody>
</table>

Outreach Activities

Family Enterprise Days
For families, scholars, MBA students.
One-day theme-based open events with expert panels, presentations, class discussions and networking.

Family Business Roundtables
For owners, CEOs and senior executives from large family firms.
Exclusive and private events that facilitate interactive dialogue on relevant topics in a highly confidential setting.

Research
Research is the base for all our centre activities. Generating knowledge about old and young, small and large family businesses from around the globe provides us with new content to share at our various events and activities. Whether it is understanding the uniqueness of family firms, their impact on regional economies or how to solve the challenges of generational transition, our research is the key to remain a world-leading centre for family enterprises.

Morten Bennedsen,
Academic Director of the INSEAD Wendel International Centre for Family Enterprise,
The André and Rosalie Hoffmann Chaired Professor of Family Enterprise

Nathalie Poyen,
Family Business Relationship Manager

Willard Walker,
MBA Family Business Club President

The INSEAD Family Business Club aims to create among students from family business backgrounds lasting relationships that foster learning, sharing, and cooperation both during and after our time at INSEAD.
Improving long-term performance and sustainability of family enterprises

Dear families in business,

We are pleased to share with you this brochure, which is a summary of the many different resources made available to families in business at INSEAD. Our mission is to conduct research relevant to you and to share it through tailored programmes and activities. We hope you will take advantage of these resources and we look forward to welcoming you to INSEAD!

INSEAD’s activities in family business started in 1997, when the Large Family Firm Chair was founded by Wendel with the purpose of studying the unique dynamics of family enterprises. In the same year, the first cohort of students attended the MBA Family Business Elective. Two decades later the Centre has grown into a leading international resource for family business learning and we are continuously generating and sharing knowledge that benefit family businesses.

INSEAD Wendel International Centre for Family Enterprise

Morten Bennedsen
Academic Director of the INSEAD Wendel International Centre for Family Enterprise

The André and Rosalie Hoffmann Chaired Professor of Family Enterprise

Fontainebleau, France

Singapore

Abu Dhabi, United Arab Emirates

Every gift makes a difference

The Centre is pleased to recognize contributors at all levels.

INSEAD activities in the field of family business were initiated thanks to Wendel, and further developed with support from other family businesses and individuals, in particular the Tetra Laval Research Fund for the Large Family Firm, the Berghmans Lhoist Chair in Entrepreneurial Leadership, and the André and Rosalie Hoffmann Chair and Research Fund in Family Enterprise.