



Are you from a family business?

Introducing a unique offer for INSEAD Students: Family Business Next Generation Mentoring Sessions

INSEAD research has demonstrated that approximately 70% of all companies are family owned in one way or the other. Our experience shows that a significant proportion of the INSEAD Students come from family firms. They typically face multiple questions in terms of their career journey and one burning question appears every time: should I join the family business after my INSEAD Degree – or not?

The INSEAD Wendel International Centre for Family Enterprise has developed a unique offer for these students that can help them discuss, reflect and throughout the INSEAD journey decide whether and how to be involved with the family business. A decision process that takes time and involves the family as well.

Are you asking yourself one or more of the following questions?

- Should I go back to my family firm, or not?
- What do I want my life to stand for?
- Where do I fit into the succession planning?
- How can I raise this topic in my family?
- What do I really want to do post-INSEAD?
- How can I raise the issue and communicate better with the family?
- What is my mandate if joining the family firm?
- How can I gain credibility with the employees in our family firm?
- Should I get outside working experience first?
- How can I benefit from the INSEAD family business knowledge and offerings?

How does the mentoring session work?

Where: INSEAD global campuses or virtual meetings

How: Student sends three questions he or she wants to talk about and any other relevant information

Book appointments: See next page

Duration: 60-90 minutes private sessions

When: Dates posted through the INSEAD Family Business Club at regular intervals

Who: Individual students & groups

Setting: Full confidentiality



Mentor

Martin Roll

Distinguished Fellow



Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms, family-owned firms and family offices. He advises clients on how to build and manage strong global brands, as well as leadership of high-performing, marketing-oriented businesses.

He is CEO of Martin Roll Company with more than 25 years of board & C-suite counselling experience. Former senior advisor to McKinsey & Company.

Advisor to global boards and business families, and mentor for next generation leaders in business families, start-ups and high-growth companies.

Martin Roll is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He is a Distinguished Fellow and Entrepreneur in Residence at INSEAD.

He teaches MBA, EMBA and Executive Education programs at INSEAD, CEIBS and Nanyang Business School and is a frequent guest lecturer at Harvard, ESSEC, IE and other leading business schools.

Martin Roll is faculty and keynote speaker at The Harvard Project for Asian and International Relations (HPAIR). Member of the HPAIR Board of Advisors. Lecturer and keynote speaker at The Academies by Harvard Student Agencies.

Bestselling author of "Asian Brand Strategy" (2015), co-author of "The Future of Branding" (2016) with Family Business Strategy (2021) and Family Office Strategy (2021) in pipeline. Columnist for INSEAD Knowledge and regular commentator in global media.

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How to book a mentoring session

Check dates available through the INSEAD Family Business Club.

Book an appointment directly with Martin (martin.roll@insead.edu).

www.insead.edu/centres/family-enterprise