

Family Enterprises – Engaging Generations for the Long Term



The Business School
for the World®

Introduction

INSEAD has developed a three day programme for family businesses. The goal of this programme is to understand the specificities of Family Enterprises and to review useful practices and tools in order to foster their sustainability and their economic and societal contribution.

Designed for a small group of a few business families, the programme is highly interactive and provides a confidential environment and a safe place for exchanges. It includes case studies, presentations, exchanges between families and within each family.

A private optional coaching session can take place after the programme for families who wish to continue their reflection.

Programme goals

- Understanding the challenges of your family enterprise
- Identifying its specific strengths and learning which practices, such as governance and communication, can support their effective leadership
- Communicating within your family team and building an action plan towards a sustainable family enterprise.

Participants

Members of family enterprises, preferably coming as a group. Some feedback from former participants:

« *Very important to understand the specific issues of family businesses* »

« *Programme Faculty, their experience and care. The quality of participants and their ability to 'play the game', INSEAD setting* »

« *Allow to take time for reflection – allow to speak more freely, in a listening environment* »

« *Multiple training, fascinating encounters* »

Language

English

Date and place - 2023

From July 10 at 4pm CET to July 13 at 4pm CET
INSEAD Europe Campus, Fontainebleau, France

Faculty

Christine Blondel, Programme Director

Family Business Lecturer at INSEAD and Family Business Advisor

Marc le Menestrel

Affiliate Professor of Decision Sciences, INSEAD

A coach will also be present to support family meetings.

Programme content - Main themes

Introduction to Family Enterprises

Typical strengths and challenges of Family Businesses

Transmission dynamics

The importance of founders : creation and legacy
Multi-generational enterprises and their specific issues

Family Goals and sustainability

Family history and values
Family assets, vision and mission
Social and environmental impact

The « Hardware » : Governance

Roles in the Family Enterprise
Board of Directors, Owners' Council, Family Council
Family Charter, Ownership Agreements

The « Software » and "Human-ware"

Communication and Fair Process
Family Human Resources and personal development

In-Programme Family meetings

Takeaways from cases and discussions.
Our strengths, challenges, and questions
Building our family action plan

Optional after the programme

One hour coaching session with a Faculty member.

Programme Fee

€ 5,000 excl. VAT / GST per participant.

The programme fee includes all lunches, as well as dinners on Monday and Wednesday. It does not include accommodation.