

Family Enterprises – Engaging Generations for the Long Term



Introduction

INSEAD has developed a three and a half day consortium workshop for family businesses. The goal of this workshop 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 workshop 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.

Workshop 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 and transmission
- Communicating within your family team and building an action plan towards a sustainable family enterprise.

Participants

Members of family enterprises, coming as a group, and including a majority of members of the shareholder family. Teams including members from several generations and various roles vis-à-vis the enterprise (whether operational or not) are encouraged.

Some feedback from former participants:

"Great leadership from the INSEAD team, great participants with wonderful emotional engagement and sharing of experience..."

"Gaining an understanding of the values, goals and dreams of other family members to form unity and cohesion in a joint vision for the future"

"I like the simple easy to re-use frameworks (including the 5 Cs ;-)"

Language

English

Date and place – 2026

Main module: From March 17 at 4pm to March 20 at 4pm CET, INSEAD Europe Campus, Fontainebleau, France.

Follow-up ½ day module online: June 2026

Faculty

Christine Blondel

Workshop Director, Family Business Lecturer at INSEAD and Family Business Advisor

Simon Lau

Executive Coach, INSEAD

Other faculty to be confirmed.

Workshop 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

Questions from the "wise", "now" and "next" generations

Family Goals and sustainability

Family history and values

Family assets, vision and mission

Social and environmental impact

Family and Business Governance

Roles in the Family Enterprise

Board of Directors, Owners' Council, Family Council

Family Charter, Ownership Agreements

People and relationships

Communication and Fair Process

Family Human Resources and personal development

In-Programme Family meetings

Takeaways from cases and discussions

Values and vision for the future, questions to address

Building our family action plan

Optional after the programme

One hour coaching session with a Faculty member.

Fee

7,500 EUR* per participant (subject to 20% applicable taxes)

** The fee covers tuition, workshop materials, lunches on workshop days and opening /closing dinners. It does not include travel, accommodation and other incidentals, which participants will have to settle before the end of the workshop.*

Contact: family-firms.fb@insead.edu