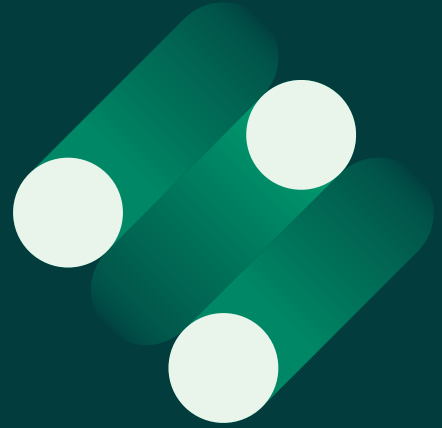




Executive
Education



Family Enterprises – Engaging Generations for the Long Term

**Partner
Programmes**

The Business School
for the World®

FAMILY ENTERPRISES – ENGAGING GENERATIONS FOR THE LONG TERM

Addressing family firms' unique challenges

INSEAD has developed a three and a half 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.

Key benefits

- 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

Programme content

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.

Members of family enterprises, coming as a group

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 ;-)"

Programme Partner



W E N D E L

With more than 20 years of expertise in the unique dynamics of family enterprises, the Wendel International Centre for Family Enterprise (WICFE) is a leading international resource for family business. In 1997, the Wendel family founded the Large Family Firm Chair and INSEAD offered our first Family Business MBA elective. Since then it has been continuously generating research and sharing knowledge that benefits family businesses.

Programme faculty



Christine Blondel

Adjunct Professor of Family Enterprise



Marc Le Menestrel

Affiliate Professor of Decision Sciences



Simon Lau

Executive Coach at INSEAD and Founder of Still Point

Our Mission

We bring together people, cultures and ideas to develop responsible leaders who transform business and society.



Fontainebleau Campus

Our original campus is based in Europe. There, we are nestled in the tranquil forest of Fontainebleau, which offers a pleasant contrast to the sleek, modernist architecture of the campus. The proximity to local French culture keeps us close to our roots.



Singapore Campus

Our Asia Campus, based in Singapore, was established as an extension of our longstanding presence in Asia. It is situated close to Singapore's bustling city centre and financial district, and benefits from the area's warm climate and culturally rich environment.



Abu Dhabi Campus

Our Middle East Campus, based in Abu Dhabi, is INSEAD's latest evolution. The campus is located in Al Khatem Tower on Al Maryah Island, right on the midpoint between the city's downtown district, fast-growing Al Reem Island and thriving cultural district on Saadiyat Island.



San Francisco Hub

Our first official center in North America, the San Francisco Hub for Business Innovation is a state-of-the-art facility which translates our unique global insights and perspective to organisations and business leaders from the US and around the world. Located in down-town San Francisco, just two blocks from the Giants' Oracle Park, the Hub is set to capitalise fully on the Bay Area culture of innovation and the digital transformation of business.

CALENDAR 2024

PROGRAMME	DATE	LOCATION	LENGTH	FEE*	LEVEL - Applicable to all sessions
Family Enterprises – Engaging Generations for the Long Term	8–11 July 2024	F	3.5 days	€5,900	Members of the shareholder family (whether they are actively involved or not in the family business), ideally from 2 generations. The presence of a trusted advisor or director is possible.

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

F France

Practical Information

CONTACT US

For further information on **Family Enterprises – Engaging Generations for the Long Term** programme, contact:

INSEAD Europe Campus

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E-mail: FEEL_Contact@insead.edu

Visit our website: www.insead.edu/executive-education/partner-programmes/family-enterprises-engaging-generations-long-term

APPLICATION PROCEDURE

Places on the programmes are confirmed on a first-come, first-served basis, taking into consideration applicants' levels and objectives, and the diversity of the classes.

We recommend that you submit your completed application form as early as possible, preferably at least three months prior to programme commencement. The Admissions Committee will review your application and advise you on the outcome as soon as possible. Please do not hesitate to contact us if you have any questions about which programme may best suit your objectives or for any additional information.

Note: All our open programmes are taught in English and participants should be able to exchange complex views, listen and learn through the medium of English.

TUITION FEES*

The programme fee covers tuition, course materials and lunches on working days, as well as the closing dinner. It does not include travel, accommodation or incidentals. Participants will have to settle accommodation expenses and incidentals before the end of the programme.

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

INSEAD does not discriminate on the basis of race, gender, sexual orientation, religion, national or ethnic origin, age or disability in the administration of its educational policies, admissions policies, scholarship and loan programmes, or employment or other INSEAD-administered programmes.

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