

BUILDING A WORLDCLASS BOARD

FOR THE FAMILY ENTERPRISE

EDUCATION PROGRAM

APRIL 11–13, 2016
CAMBRIDGE, MASSACHUSETTS

A 3-day Education Program on Corporate Governance for Family Companies

A BOARD OFFERS FAMILIES A POWERFUL TOOL FOR LEADING A SUCCESSFUL FAMILY BUSINESS AT ANY STAGE.

TODAY'S BUSINESS LANDSCAPE sees an accelerating rate of technological change, unprecedented competition and increased globalization. More than ever before, family companies need high-performing, strategic boards that help the owners think about the company's future. **Having a company that is well-steered by a strong board is a significant advantage for the owners of family companies.**

BOARDS PROVIDE FAMILY COMPANIES with a disciplined way of planning for the future direction of the business, including the next business leader, and monitoring performance. They offer objective, external perspective, judgment, analysis and counsel to the owners that help them make strategically important decisions for their business. **Effective boards drive success in family companies.**

PROGRAM OVERVIEW

The Building a Worldclass Board for the Family Enterprise program provides an orientation on the fundamentals of boards for family companies.

How would a high-functioning board benefit your company and owners? How do you create a board, manage it, strengthen it or change it to meet the current and future needs of your business? How do you best contribute as a director on a board of a family business? How do you lead a family business board that you chair?

Over three days, through rich discussion, classroom sessions, exercises and Harvard case studies, participants will understand boards more deeply and acquire skills to effectively contribute as board members now and in the future.

INSTRUCTORS



Eduardo Gentil, Program Chair

Fellow, Cambridge Institute for Family Enterprise; Senior Partner, Cambridge Advisors to Family Enterprise



Professor John A. Davis

Founder and Chairman, Cambridge Institute for Family Enterprise; Faculty Chair, Families in Business Program, Harvard Business School



Andrew Hier

Fellow, Cambridge Institute for Family Enterprise; Senior Partner, Cambridge Advisors to Family Enterprise



Philippe Haspeslagh

Professor and Honorary Dean, Vlerick Business School



Paulo Vasconcellos

Fellow, Cambridge Institute for Family Enterprise; Senior Associate Partner, Cambridge Advisors to Family Enterprise

TOPICS AND THEMES

Topics including those below will be addressed:

BENEFITS & TYPES OF BOARDS

- Why have a board?
- What does the data reveal about good boards and company performance?
- How can owners maximize the value of their board?
- What are the different types of boards, and which is right for my family business?
- What should a board provide to the owners and the company?

DUTIES OF BOARDS

- What are the responsibilities of boards?
- What is the board's role in setting strategy, monitoring performance, overseeing management and CEO succession?
- What are the proper boundaries and means of coordination between shareholders, management and the board?
- How can boards effectively connect to the owners and family, particularly with growing sibling and cousin ownership groups?

COMPOSITION OF BOARDS

- How do you compose an effective board? Who should serve on it? What is the appropriate size? What are appropriate qualifications for family directors and independent directors?
- What is expected of directors?
- How do you recruit and compensate board members? What are appropriate terms of office and retirement ages?
- What are special considerations when recruiting independent directors?
- How can family directors contribute appropriately to the board?
- Which board committees are necessary?

BOARD PROCESS & LEADERSHIP

- What does an effective board meeting accomplish and look like?
- What are best practices for effective board agendas?
- What is the role of the Chair vis-à-vis the CEO?
- What are the qualities of an effective Chair?

TRANSFORMING A BOARD

- How do you create a new board? How do you improve an existing board?
- How and when do you turnover your board members?
- How do you evaluate your current board?
- How does a board become to a successful decision-making group?
- How do you prepare the next generation of board members?

Participants

The program is well suited to current and future owners and board members (family and independent), of a family-owned or family-controlled enterprise of any size, generation, industry and geography. It is particularly useful for those who would benefit from an orientation to how good boards function and how to have impact as a director. It is recommended that participants attend in teams of 3 or more, with at least two experienced board members.

LOGISTICS & REGISTRATION

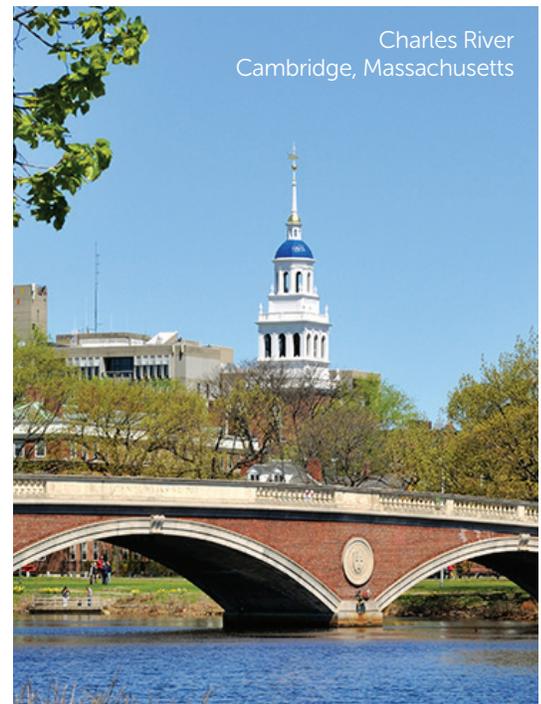
April 11 - April 13, 2016
Cambridge, Massachusetts, USA
Sheraton Commander Hotel
In the heart of Harvard Square

\$7,500 per person, or
\$6,500 per person in teams of 3 or more
from the same family or company

Registration fee includes tuition, materials
and most meals.

Register at www.cfeg.com or
+1 (617) 871-1498 or contact Dina Dvinov
at ddvinov@cambridge-institute.org

Please arrange your own accommodations
with the Sheraton Commander Hotel
directly, requesting the Cambridge Institute
group rate at +1 (617) 547-4800.



Charles River
Cambridge, Massachusetts

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