

FOUNDER TO FAMILY: SUSTAINING FAMILY BUSINESS SUCCESS



WHEN

Nov 9 – 13, 2020

PRICE

\$36,000* for a team of four (no individual participants)

\$7,000* for each additional person

* Excluding accommodations

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Family-owned companies, on average, outperform non-family companies, and those at the founder stage are the best performing among them. There are many competitive advantages and good qualities of first generation family companies that should be continued. At the same time, most founder-stage family companies unfortunately don't succeed into the second generation. But a family can beat these odds, regenerate their success over generations, and flourish. Companies and families need to evolve to stay relevant and guard against vulnerabilities that can be crippling.

This 5-day program helps your family learn how to revitalize your success in business and how to integrate the second generation into the plan. It explores the critical elements of managing and owning a high-performance family business, and preparing for the family's first generational transition—no matter how distant that transition may be.

Please visit our website for the most current information.

executive.mit.edu/ftf

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY



John Davis,
Faculty Director

You may also be interested in:

FUTURE FAMILY ENTERPRISE: SUSTAINING MULTIGENERATIONAL SUCCESS

Recent research indicates that most families that achieve financial success—typically through a family company—lose their success within three generations. Why do some family enterprises derail while others prosper?

This new program—for family enterprises controlled by the second, third, fourth, or later generations—will help you understand and implement the important driving factors of long-term, enduring, family enterprise success. The course also examines where family enterprises are going and what will drive their success in the future economy. The program is designed for family teams of four or more.

Learn more at
executive.mit.edu/fam

TAKEAWAYS

Through interactive lecture-discussions, case discussions, group exercises, exchanges across families, and private coaching discussions within families, you and your family will grow in understanding and capability, including how to:

- Plan for the evolution and diversification of the business and the family's wealth
- Build management talent and governance systems and professionalize the business
- Choose an ownership model and dividend policy
- Develop a unified next generation team
- Prepare the next generation to competently assume their roles
- Decide when to make the transition
- Define a meaningful role for the Founder going forward with clear responsibilities
- And much more!

WHO SHOULD ATTEND

Family teams of four or more individuals in the first and second generations — including founders of established enterprises, their spouse/partner, and members of the next generation. The team may also include non-family members such as non-family executives and independent board members who play/will play a significant role in the company.

If you are the founder of your business, you may be unsure whether to sell or pass your company to the next generation. Or, you may already know that you want to involve the next generation, but need help planning for succession and beyond. The faculty of this program will help you and your family navigate critical issues, engage in meaningful and necessary conversations as a family, and plan for the longevity of your family's enterprise activities.

THE MIT EDGE

Working at the intersection of management and technology, MIT Sloan is uniquely positioned to help family enterprises transform the present and envision the future that is being shaped by technological disruption and innovation. True to MIT's *Mens et Manus* (mind and hand) learning philosophy, we use teaching methodology that helps apply the learnings to real work in real time.

The MIT campus and surrounding Kendall Square is one of the most dense startup and innovation clusters in the world, providing the opportunity to experience an unparalleled entrepreneurial ecosystem, make connections, and feel inspired.

CONTACT INFORMATION

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