



FAMILY BUSINESS

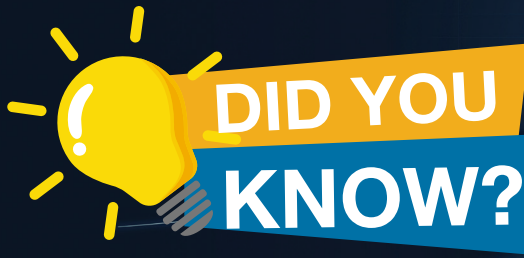
ESSENTIALS & PRINCIPLES

Pillars for Sustainability and Success

When: 13 - 16 August, 2024

Where: Naivasha, KE

More information: info-africa@positivelypeople.com



DID YOU KNOW?

While 88% of African family businesses consider their family business as their most critical asset, only 16% make it to the third generation and grow their assets, and of that 16%, only 4% are SMEs. Those who fail to mature into the third generation (84%) are at risk of losing a significant portion of their wealth due to various reasons, such as failed mergers, family conflicts, and lack of continuity and succession planning.



Despite 81% of EAC family-owned businesses aiming to establish a lasting legacy, less than 12% have created formal succession plans or developed effective multi-generational family governance structures. Family Essentials and Principles provide strategies to address this issue, such as enhancing communication, aligning business values, understanding historical business stories, and developing a future plan.

The programme provides classroom and experiential learning activities to equip participants with the necessary skills to navigate family cultural dynamics and prepare them for critical succession planning conversations.

Engage with our international and local experts, led by Dr. Jean Meeks-Koch, PhD, FFI Fellow, ACFBA with 24+ years of experience in the family-owned and tightly held business discipline.

Key Learning Outcomes:

- Create a family business philosophy that aligns with the family's core values and fosters a strong foundation of trust.
- Identify the differences between non-family and family-owned businesses that create unusual challenges not experienced in a non-family business.
- Acquire tools to successfully navigate challenging family cultural dynamics, manage conflicts and differences and communicate effectively with family members.
- Learn how clear organizational principles can increase your business's value.
- Define what governance framework will best support your family and business goals.
- Explore the four key questions critical to overcoming resistance and creating a positive succession planning process.
- Develop a clear contingency plan for business continuity that can be communicated to family members.
- Enhance skills in managing the financial rewards and risks associated with growing a sustainable family business.

Who Should Attend

- Owner – Entrepreneurs not sure what their next steps should be to plan for their business's future.
- Family heirs navigating the question, “How do we preserve and grow this gift of wealth together?”
- Siblings and cousins working in a family business.
- Family members concerned about family dynamics and how to navigate the challenges between the business and the family.
- Non-family professionals working in a family-owned business and desiring to navigate this unique environment successfully.



Participant Benefits

- Actionable Learning: Relevant learnings you can immediately apply to your family and business. Learn about sustainable family business practices you wish you had access to sooner.
- Family Alignment: Align family, ownership, business values, purpose, vision, mission, and goals.
- Peer Learning: Exchange ideas with families on similar journeys and establish connections with experienced professionals.
- Navigate Challenges: Glean insights on how other ownership families and family businesses have navigated challenges and improved outcomes.

PROGRAMME FORMAT

Day 1: 4:30 pm – 8:30 pm

- Meet/Greet
- Create a family business philosophy that aligns with the family's core values and fosters a strong foundation of trust.
- Business Dinner with Speakers

Day 2: 8:30 am – 4:30 pm

Morning Session:

- Identify the differences between non-family and family-owned businesses that create unusual challenges not experienced in a non-family business.
- Acquire tools to successfully navigate challenging family cultural dynamics, manage conflicts and differences and communicate effectively in the family.

Afternoon Session:

- Learn how clear organizational principles can increase your business's value.
- Define what governance framework will best support your family and business goals.

Day 3: 8:30 am – 4:30 pm

Morning Session:

- Explore the four key questions critical to overcoming resistance and creating a positive succession planning process.

Afternoon Session:

- Develop a clear contingency plan for business continuity that can be communicated to family members.

Day 4: 8:30 am – noon

- Case study presentations
- Enhance skills in managing the financial rewards and risks associated with growing a sustainable family business.

EXCLUSIVE BENEFITS FOR PROGRAMME GRADUATES

- Exclusive invitation to virtual round table discussions with global subject matter experts. Special pricing for future programs and events.
- Access to specialized statistics and research.

PRICING:

KSH 125,000/pp inclusive of conference materials and conference meals.

Special pricing for multiple members of the same family-owned business

Special pricing for specific Associations - see registration form for details.

**REGISTER NOW
SPACE IS LIMITED**

