



Family Business Education – A Basic Course of Family Business Study

This seven-day course of study will provide basic learning for the next generation of leaders regarding the dynamics of leading and maintaining a family business. Participants will earn a Certificate in Family Business Education from the Wisconsin Family Business Forum (WFBF). To enhance the ability of participants to learn from each other, the course will be limited to a cohort of 15 participants, with no more than three participants from any one organization.

Session Topics:

Defining the Family Business

How are family businesses different from non-family businesses, what impact do family businesses have on the U.S. economy, how to conceptualize the various roles (family, owner, manager) family members fill in a family business.

Family Business Governance

Options for management of family business — how can the responsibilities of ownership and management be managed in a family business. What are the advantages and roles of family councils, family assemblies and boards of directors?

Strategic Planning in a Family Business

How to engage in strategic planning for both the family and the business, and how to merge these often competing plans

Business Management

How various business functions (financial management, debt, human resource management, marketing, and information systems) are different in a family business

Evolving Ownership in the Family Business

How to manage succession planning and the evolution of ownership in a family business

Evolving Leadership in the Family Business

How to maximize the benefits of, and overcome the limitations of, being “the next generation” of a family business; How to manage the often-critical role of non-family members in the leadership of a family business

Managing Culture, Change, and Conflict

How to manage these critical dimensions in a family business

Our Sponsors:



For more information regarding the program, please contact:

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**2017-2018
Family Business Education Certificate Class
9:00am to 4:00pm**

Session Date	Topic
January 10, 2018	Defining the Family Business
February 14, 2018	Evolving Ownership in the Family Business
March 14, 2018	Evolving Leadership in the Family Business
April 11, 2018	Managing Culture, Change, and Conflict
April 25, 2018	Business Management in the Family Business
May 16, 2018	Family Business Governance
June 6, 2018	Strategic Planning in the Family Business

Polices:

- First-come, first-serve registration
- Maximum class size 15; a waiting list will be generated for future classes
- All sessions must be taken to receive certification. In the case where missing a session is unavoidable, the session can be made-up when the session is offered again, the following year.
- Participants are expected to spend time outside the class doing homework which might include studying their own businesses and families

Fees:

- EARLY BIRD DISCOUNT BEFORE DECEMBER 15
 - \$350 per person for WFBF members and sponsors
 - \$1,275 per person for non-WFBF members and sponsors
- REGISTRATION AFTER DECEMBER 15
 - \$ 500 per person for WFBF members and sponsors
 - \$1,500 per person for non-WFBF members and sponsors
- Individual Session Fee: \$275

Thanks to our sponsors:

