



Institute for  
Family Business

## Next Generation Leadership Programme

Preparing emerging generations  
for family business leadership

September 2010 – June 2011

Venue: Kings Place, London

*next generation*



## What are the programme objectives?

The IFB Next Generation Leadership Programme, which is based on best practice from leading business school MBA and executive education courses, will provide insights and skills that are highly relevant to you as an emerging leader in a family business.

Participation will equip you with practical tools as well as a support network, both of which will be invaluable as you develop your leadership role. Through peer-to-peer learning you will have the opportunity to practice skills and learn from people who face similar challenges.

The programme focuses on organisational behaviour – the ‘people’ side of leadership and each of the five individually themed modules incorporates theory, skills practice and in-depth discussions. You will:

- gain an understanding of leadership and the progression from manager to leader
- develop your ability to manage the tripartite roles of family, ownership and management
- enhance self-awareness; understand your strengths and weaknesses as a leader
- develop an understanding of family dynamics applied in the family business context

By the end of the programme you will have:

- a better awareness of your own leadership style – including your strengths and weaknesses
- the relevant skills for effective leadership in your organisation
- a heightened sense of readiness for the family business challenges that lie ahead
- a group of peers that will provide you with an invaluable support network, both during the programme and throughout your career.

## Programme outline and learning aims:

### Module 1:

#### Your leadership challenge - the role of personality

Your personality is a very important dimension of your leadership style. In this session you will learn to identify and manage your strengths and weaknesses.

- Improve leadership and management skills by gaining self-awareness
- Understand the differences in leadership when working with family and non-family

### Module 2:

#### Difficult management interactions

Learn the essential skills of emotionally intelligent leadership. Using real life examples, you will explore and apply concepts such as decentering, motivation, influencing and coaching.

- Gain a practical understanding of emotional intelligence in the family business system
- Learn how to give feedback effectively and understand the impact you have on others

Guest Speaker: **Penny Webb, Familias & Co**

### Module 3:

#### Family Dynamics

You will assess your own family climate, and learn the essentials of family psychology.

This is fundamental to understanding the interface between family and business in the family business system.

- Learn how to identify patterns in business families, and how they can be effectively managed
- Understand your own family relationships and how they affect the business

Guest Speaker: **Roger Pedder, Clarks Shoes**

## Venue: Kings Place

90 York Way, London N1 9AG [www.kingsplace.co.uk](http://www.kingsplace.co.uk)


## Who can participate?

To benefit from this programme you will have a minimum of 5 years' work experience, preferably in a management position (or equivalent) though not necessarily within your own family business. The programme is also open to emerging non-family leaders. The group will comprise a maximum of 12 members.

## Faculty

The Next Generation Leadership Programme is directed by Åsa Björnberg, London Business School. Åsa is a trained psychologist specialising in family business, and has extensive experience working as an executive coach. She has taught at London School of Economics and published internationally acknowledged research on family business dynamics. Åsa will be joined by a team of family business owners and consultants who will share their knowledge and experience.

On receipt of your application, you will be contacted by Åsa for a more detailed discussion about the programme and how it will address your personal needs.



**“Had I known this when I was younger, I would have been much more effective and fulfilled in my role.”**

### Module 4:

#### Family Business Governance

Through live and written case studies you will explore fair process and family governance. You will discuss best practice for family business leaders in order to gain an understanding of what excellence in family business means.

- Gain insight into the concept of fair process and family governance processes
- Develop a framework for excellence in family business

Guest Speakers: **Nigel Smith and a Next Generation member of Ringtons**

### Module 5:

#### Business simulation exercise

Leadership in action: an exercise in entrepreneurship. A 'Dragon's Den' type event, competitive and hands-on, involving team work, decision-making and presentation skills.

- Sharpen your entrepreneurial skills in a family business context
- Develop skills in presentation, team-work and decision-making

Guest judging panel: **Prominent entrepreneurs and family business leaders**

## Programme Dates:

<b>Module 1</b>	Saturday 18th September 2010	<b>Module 4</b>	Saturday 7th May 2011
<b>Module 2</b>	Saturday 20th November 2010	<b>Module 5</b>	Saturday 18th June 2011
<b>Module 3</b>	Saturday 12th February 2011	<i>All Modules will start at 10:00 and finish at 16:30</i>	

**Programme Fees: IFB Members £2,995 / Non-members £3,495**

Includes: all course materials, lunch and refreshments. Excludes: travel / accommodation

# Next Generation Leadership Programme

September 2010 – June 2011

## Application Form

Please return completed forms to:

Institute for Family Business, 32 Buckingham Palace Road, London SW1W 0RE  
or fax 020 7630 6251

### Closing date for applications – 15th July 2010

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Surname: \_\_\_\_\_ Title: \_\_\_\_\_

Forename(s): \_\_\_\_\_

Current Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Family Business (if different from above): \_\_\_\_\_

\_\_\_\_\_

Description of family business activity and sector (use separate sheet if necessary):

\_\_\_\_\_

Are you a member of the business-owning family? Yes / No\*

Higher education qualifications (e.g. Degree, MBA or similar): \_\_\_\_\_

### Method of Payment

I enclose a cheque

payable to the Institute for Family Business (UK)

Please charge my  
Visa/Mastercard

Amount £ \_\_\_\_\_

Card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Name on card \_\_\_\_\_

Security code (last 3 digits) \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Cancellations** must be received in writing and will be subject to a £50 administration charge. Cancellations received less than 30 days before the event will not be eligible for a refund.

**Data Protection:** All information will be held in the strictest confidence and will not be released to third parties without your express permission.

\*Please delete as appropriate

Growing successful enterprises  
for generations to come

**Institute for Family Business**

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**[www.ifb.org.uk](http://www.ifb.org.uk)**

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