



Strathmore Business School

Family Business Executive Program
Executive Education



Overview

“Familiness” is a resource that can create uniqueness and a critical source of competitive advantage to a business. Almost all companies start out as family businesses, but only those that master the challenges intrinsic to this form of ownership endure growth, maintain collegiality and harmony as a family and achieve success in the business. In the process they transition successfully across generations and proceed to prosper and diversify into multi- locational and multi-industry businesses.

Family-owned firms have the capacity to be top performing companies in their respective industries while nurturing the common identity and care within a family. But at the same time they are at the risk of family hazards that can overspill and engulf them. Family relationships are a double-edged sword for the family business. The strong network of family relationships, the clear and shared objectives among family members are key benefits, as they enable the family business to forge a strong identity and common purpose. Yet the closeness of family relationships can also lead to disaster, due to conflicts between family members, and the difficulty in managing the relationship between the family, the business and the ownership.

Purpose of this course

This program aims at

- Highlighting and giving insights on the synergy that the family and the business share for mutual success.
- Recognizing the specialized knowledge and skills needed to govern a complex family business effectively.
- Enhancing your family’s capacity to tackle the challenges of generational succession, continuity and business growth.

Key Focus Areas

- What is the family business strategy? How can it be linked with corporate business policies?
- As a leader how do I make siblings work together, hold the dream and maintain the legacy?
- What are the dynamics and links that affect the family, the business and the ownership?
- What is the family business succession plan? Is it documented?
- Has conflict been anticipated? Is there a conflict management policy?



“... bringing other entrepreneurs/founders to actually share with us was very helpful. It helped us actually visualize a good or rather well organized business and how to fight players that lead to its failure.”

John M. Wachira, Director Magunas, Supermarket

“This program was very very relevant, a must do for anyone and everyone in Family Business who wants to take their business to the next level!”

Kahaki Muya-Muindi, Executive Director, Daykio Plantations



Program Delivery and Special Features

The Family Business Program will draw together a cross-cultural team of lecturers and practitioners, and will focus on the African context of Family Business with best practice insights from world renowned family business societies and countries. The teaching style is modern, lively and engaging, deploying brief knowledge sessions, videos, topical cases and interactive dialogue sessions. The 3-day program will end in an interactive and exclusive roundtable session with top Family Business leaders and practitioners. The Family Business Program will be held at SBS's state-of-the-art Nairobi campus.

Who Should Attend

The Family Business Program is reserved exclusively for family business founders, 2nd, 3rd and successive generation family members who are currently executive directors, non-executive directors and board members of their respective family businesses. Chief executives and board level senior managers of family businesses may also attend if accompanied by family members who are directors of the family business.

Core Faculty



Paul Ouma
Academic Director

Paul Ouma is an executive education trainer and management consultant with a wealth of local and international senior management leadership experience and has facilitated workshops and trainings for in blue-chip multinational companies.

He facilitates family business workshops to develop and implement family business management and governance structures. Paul was the Director of SBS MBA program.

He holds an MBA degree from the University of Nairobi, is qualified at the Marketing Society of Kenya and trained in Strategy by the Balanced Scorecard Institute (USA). He is an alumnus of the International Faculty Development Program in IESE Business School (Spain) and a member of the Family Firm Institute (USA).

His current training, consulting and research interests include general management, entrepreneurship, negotiation, and corporate governance in family business.

Contacts

For more information or application, write to talktous@strathmore.edu or call +254 (0) 703034414/6/7.

Visit www.sbs.strathmore.edu for more details.



Strathmore Business School
Ole Sangale Road, Madaraka
P.O. Box 59857 – 00200 Nairobi, Kenya
Phone: +254 (0) 703 034 414
Email: info@strathmore.edu
www.sbs.ac.ke
Twitter: @SBSKenya | Facebook/Linkedin: Strathmore Business School



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