EXECUTIVE EDUCATION
FAMILY ENTERPRISE PLANNING

College of Charleston School of Business

WHERE LEGACY & HISTORY MEET.
OVERVIEW

Nestled on a palmetto-lined street, the College of Charleston School of Business has become a haven for local business executives looking to make connections with thought leaders in business, management, leadership and operations.

To meet the need of local, regional, national and international family enterprises alike, the College of Charleston School of Business – in partnership with the Family Business Consulting Group (FBCG) – has developed a comprehensive planning certification for family enterprises.

This executive program takes a holistic and inclusive approach to Family Enterprise Planning (FEP). Combining courses in family dynamics, family business strategy and family governance, participants experience three critical systems for family enterprise legacy success.

The FEP program offers a unique opportunity to network not only with trailblazers in the field but also peers who understand the challenges of running a family enterprise.

FACULTY

Join world-renowned faculty from FBCG (thefbcg.com) and the College of Charleston School of Business as they co-lead each course.

Our portfolio of uniquely qualified faculty can be found at go.cofc.edu/FEPfaculty.
KEY BENEFITS

- Explore effective governance structures that create shareholder success
- Hone communication and conflict management skills
- Acquire change management tools for legacy success
- Gain the skills to lead continuity and succession conversations
- Learn how the three core systems of family enterprise work together to create the foundation of a great legacy
- Practice techniques that will keep family owners, family non-owners and other family member relationships secure and aligned
- Understand the value of impact leadership

SPECIAL FEATURES

- Virtual faculty-led peer group exercises
- Networking opportunities
- Newsletters and informational e-blasts
- Alumni activities
- Refresher courses
- Planned excursions

WHO SHOULD ATTEND

- Those committed to continuing their family legacy in business
- Family and non-family executives working in the family business
- Family council or foundation chairs
- Family office heads, directors and trustees
- Individuals who hold or aspire to a position in the family/enterprise

RATES

- Single registration: $16,900
- Multi-family member registration: $14,900 (per person)
- Family Business Consulting Group client registration: $14,900 (per person)
WHEN

IN-PERSON COURSES
Thursday afternoon, September 12 – Sunday afternoon, September 15, 2019
Thursday afternoon, January 9 – Sunday afternoon, January 12, 2020
Thursday afternoon, May 14 – Sunday afternoon, May 17, 2020

PEER IMPACT PROJECTS
Enterprising families know that wealth means a responsibility to the three Ps: People, Planet and Profit. Between in-person sessions, participants will join small peer groups focused on accelerating impact leadership capabilities. These sessions are virtual and led by program faculty.

WHERE

In-person sessions will be held in Charleston, South Carolina – named #1 Best City in the U.S. (Travel + Leisure) – at the College of Charleston School of Business.

COLLEGE OF CHARLESTON
School of Business
5 Liberty Street
Charleston, SC 29401

PRICE: $16,900

Discounted options available. More details inside this brochure.
Includes: Courses | Materials | Group Participant Meals | Parking

Special pricing options for accommodations, tours and other Charleston experiences are available for participants and their families.
CURRICULUM

FAMILY SYSTEM
Communication, conflict, self-awareness, self-management and empathy are a challenge in the workplace. When the workplace and the family place collide, it can become intolerable. Where do you turn? First, to the basics. Our Family Dynamics Anchors course focuses on the basic psychology of family systems, providing a toolkit of skills to navigate challenging family dynamics. From there, you’ll take part in our Family Dynamics Self Evolution course where you’ll explore the self in the context of your family and the various roles you play within the family enterprise. Explore identity and family, ego and family, productive conflict styles and how to build trust and navigate consensus building.

GOVERNANCE
As a family business moves from the founder stage to a diverse ownership group, establishing a well-functioning governance model is a critical first step. Whether you’re creating a board for the first time or evolving an existing board, implementing good governance is integral to family enterprise legacy. Our Governance System course covers the foundational elements of strong family governance. The second course, Governance Innovation, looks outside the realm of traditional family governance and seeks to explore what could and should be different. No two family enterprises are the same; no two family governance models should or will be the same.

FAMILY BUSINESS
Innovation, agility and continuity are critical determinates of success in 21st century family businesses. Disruptive technologies are propelling family enterprises to think differently. Our first course, Family Business Anchors, challenges you to examine your enterprise and assess its family business operations, talent management, leadership, marketing and continuity strategies. The second course, Revolutions, pushes your design-thinking capabilities, challenging existing norms and paradigms. Change is the name of the game – leave knowing that you are an agent for change.
APPLY TODAY
To apply for a seat in the College of Charleston’s exclusive Family Enterprise Program, visit go.cofc.edu/applyFEP.

This is a highly competitive and selective program.

To learn more visit go.cofc.edu/FEP.

Questions? Contact Ron Magnuson, Director of MBA and Professional Programming, at magnusonra@cofc.edu or 843.953.1380.