

# Building an Enduring Enterprise Family

33 Strategies to Develop a Sustainable Enterprise

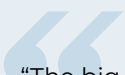


This workshop offers a roadmap for owners wanting to build an enduring enterprise that is greater than a single business. It's important to develop an enterprise mindset when the family faces the complexity that comes with owning multiple businesses, properties, investments, and/or philanthropies.

Our comprehensive guidebook offers a structured approach to creating and sustaining an enterprise that thrives across multiple generations. This workshop is for leaders who want to integrate family goals across all enterprise domains using a clear, cohesive planning process. Bring up to four members of your strategic planning team (family leaders, board members, or senior managers) to learn how to develop your roadmap for a lasting enterprise family.

On Day 1, attendees will explore 15 milestones in the **Family Journey**, generating a shared understanding of the benefits of aligning family interests and goals. Day 2 introduces 18 milestones in the **Enterprise Journey**, which lead to a shared vision for the future enterprise and the actions needed to implement that vision. And Day 3 introduces the **Personal Journey** for next generation family members searching for their role in the family and the enterprise.

Peer groups walk through all three stages of the process together: where you are today, where you want to go, and how you want to get there.



“The big picture reasons as to why to go through this journey are illuminated. Hearing from other families gives perspective, comfort and other ideas.” - 2021 Attendee

**September 18-20, 2024**

River Point Tower  
444 West Lake Street  
Chicago, IL, 60606

## DAY 1

### Family Journey

Explore 15 milestones and generate a shared understanding of the benefits of aligning family interests and goals.

## DAY 2

### Enterprise Journey

Introduces 18 milestones that lead to a shared vision for the future enterprise and the actions needed to implement.

## DAY 3

### Personal Journey

For next generation family members searching for their role in the family and the enterprise.

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# BUILDING AN ENDURING ENTERPRISE FAMILY

## The Family Journey

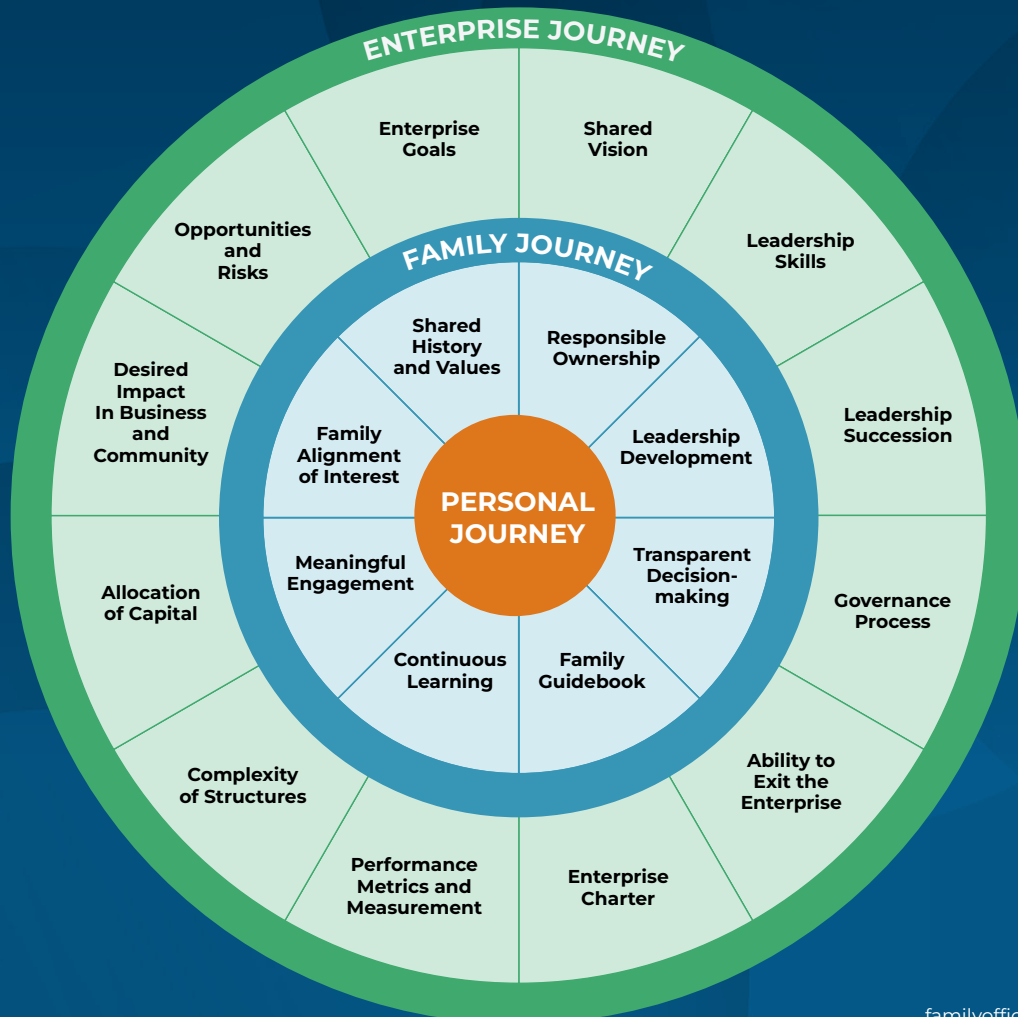
- How do values and guiding principles impact the family's future together?
- What are sound policies for inclusion and responsible ownership?
- How can you develop owners' skillset for managing or reducing enterprise complexity?
- How can you design a learning culture that fosters participation among owners?
- How do you design an equitable, objective process for leadership development and selection?

## The Enterprise Journey

- What are the benefits of building a multi-generational enterprise?
- What opportunities and risks will challenge your enterprise in the future?
- How does the family develop a shared vision and goals for the future of the enterprise?
- What leadership skills will be needed to support the vision and goals?
- How do you design a governance system that supports a complex enterprise?
- What metrics should be used to monitor and measure the enterprise's performance and satisfaction of its owners and stakeholders?

## The Personal Journey

- How knowledgeable are you and others within your generation on the operations of your family's enterprise? What's been your involvement to date?
- What unique character traits and skills do you have, or are developing, you feel would allow you to best contribute to the family enterprise?
- What areas are of the most interest to you? What opportunities can you identify to build knowledge and experience?



# BUILDING AN ENDURING ENTERPRISE FAMILY

## Who should attend

Ideal for family members, leaders, family office executives, and board members who are seeking to develop a strategies for the many dimensions of the enterprise and sustain it.

## WORKSHOP AGENDA OVERVIEW All times listed are in U.S. Central Time

### WED, SEP 18

9:00 AM

#### Workshop begins

9:30 AM

### THE FAMILY JOURNEY

#### Where We've Been and Where We Are Today

- Map family history
- Assess current culture and behaviors
- Identify core values and responsible ownership

#### Where We Want to Go

- Align family interests
- Assess readiness for change
- Build a learning culture

#### How We Plan to Get There

- Identify trusted decision making process
- Design leadership selection policies
- Offer opportunities for participation/engagement

5:00 PM

#### Day 1 Concludes

6:30 PM

#### Peer group reception and dinner

### THU, SEP 19

9:00 AM

#### Reflections and insights

9:30 AM

### THE ENTERPRISE JOURNEY

#### Where We've Been and Where We Are Today

- Review benefits of current enterprise
- Assess identity and impact
- Investigate opportunities and risks

#### Where We Want to Go

- Develop future scenarios
- Articulate a shared vision
- Identify leadership skills and a succession process

#### How We Plan to Get There

- Design efficient governance framework
- Develop process to assess and mitigate risks
- Develop a written enterprise charter to document goals and agreements

5:00 PM

#### Day 2 Concludes

### FRI, SEP 20

9:00 AM

#### Reflections and insights

9:30 AM

### THE PERSONAL JOURNEY

- Map personal journey to identify personal goals
- Inventory personal skills and interests
- Consider skills needed for future enterprise leaders
- Identify desired personal role(s) and engagement levels
- Create opportunities to demonstrate leadership skills

12:30 PM

#### Workshop adjourns

## Early Bird Rate: \$300 off if registered by August 21, 2024.

	FOX MEMBERS		NON-MEMBERS	
	EARLY BIRD	AFTER AUG. 21, 2024	EARLY BIRD	AFTER AUG. 21, 2024
Individual attendee	\$5,000 USD	US \$5,300 USD	\$6,050 USD	\$6,350 USD
Multiple attendees from the same family/firm	US \$4,500 USD	US \$4,800 USD	\$5,500 USD	\$5,800 USD

## BUILDING AN ENDURING ENTERPRISE FAMILY



**Sara Hamilton**  
**Founder and Board Chair, Family Office Exchange**  
**Co-founder, Enterprise Family Advisors**

Sara is one of the first professionals to recognize family offices as the most sophisticated segment of wealth management, and she has been described as “the Warren Buffet of the family office industry”. When hundreds of U.S. families became centi-millionaires through leveraged buyouts in the 1980s and 1990s, private family offices were created to manage family capital and to educate wealth owners.

Sara founded the Family Office Exchange (FOX) as a peer network for family office executives in 1989. Within 10 years, she could see that families needed help with family governance and managing financial transitions, in addition to their family offices. As a result, FOX evolved into an advisor to family enterprises, a platform for sharing family wealth best practices, and an industry advocate for the importance of private enterprise in a global economy.

Today, Sara provides input to the strategic direction for FOX and supports the development of new programs and services for family enterprises and wealth advisory firms in 25 countries. Sara is the co-author of *Family Legacy and Leadership: Preserving True Family Wealth in Challenging Times*. She serves on the executive education faculty of the University of Chicago Booth School of Business where she is an adjunct faculty member for their Private Wealth Management and Essentials of Wealth courses in the Executive Education program. She is on the founding board for the Foundation Advancing Impact and Sustainability in Bologna and the founding board for the Private Directors Association in Chicago.



**Margaret Vaughan Cox**  
**Founder and President, MCV Consulting**  
**Co-founder, Enterprise Family Advisors**

Margaret Vaughan Cox is president of MCV Consulting, a consultancy dedicated to helping families and their enterprises thrive across generations. She is sought out by sophisticated and high-profile wealth owners to help them thoughtfully plan for and navigate complex generational transitions. Margaret works with families to establish shared vision and goals for their enterprise, create and evolve effective governance and decision-making structures, develop and implement succession plans, and nurture the valuable capital that enriches the family beyond their financial assets. She builds enduring relationships with her clients, often serving as a trusted advisor to multiple generations within the same family over the course of many years.

She is routinely referred to families and family office executives by wealth advisors, estate planning attorneys, and other key advisors who recognize there are important conversations and alignments the family must achieve before efforts on other fronts will be successful. With over 25 years of experience in her field, Margaret’s work has taken her throughout North America, Latin America, Europe, Australia, South Africa, and the Middle East

Margaret currently serves on the board of the Contemporary Arts Museum Houston, the board of the Houston Advanced Research Center for Sustainability Science, the advisory council of The James Lawson Institute for the Research and Study of Nonviolent Movements at Vanderbilt University, and the governing council of The Shepherd School of Music at Rice University. She is a member of the International Women’s Forum and a director emeritus of The Texas Lyceum, a select group of 96 leaders from across the state of Texas.