



Coles College of Business

Cox Family Enterprise Center

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**Wendy Sage-Hayward, FEA, M.A.**  
**Consultant, Family Business Consulting Group**  
**Adjudicator, Institute of Family Enterprise Advisors**

Wendy is a senior consultant at the Family Business Consulting Group, with over 25 years of experience working with business leaders, family firms, and boards. An educator, author, adjudicator, and family business member/director, she brings deep knowledge, perspective, and passion to serving diverse, global clients across sectors. Wendy is especially skilled at facilitating meaningful conversations with multi-generational families on firm continuity, leadership, next generation preparation, governance, and conflict resolution. In every instance, she develops compelling frameworks, sharp insights, and practical solutions to ensure her clients achieve their goals while maintaining family harmony.

Wendy's work as an educator informs her approach to clients and helps her contribute to the development of other advisors. She is an adjunct professor at the University of British Columbia's Sauder School of Business, where she leads programs for business families and their advisors in the Business Families Centre. Previously, Wendy was faculty at the Institute for Corporate Directors, where she taught board dynamics in the Director's Education Program through the University of Toronto's Rotman School of Management.

Wendy is co-author of the book *Human Resources in Family Business: Maximizing the Power of Your People*, a definitive work on family firm HR that showcases her knowledge of the human factor in family business and offers numerous helpful frameworks and tools for family enterprises. She has also authored and co-authored several articles on topics such as risk management, human resources, undiscussables, continuity planning and ownership alignment.

A sought-after speaker, Wendy has presented on a range of family business topics such as continuity, governance, communication, conflict resolution, and leadership development at Northern American conferences including the CAFÉ Symposium, Transitions East, Business Transitions Forum, and the Canadian Bar Association of BC.

Wendy is a Lead Instructor and Adjudicator for the Family Enterprise Exchange, a role that ensures she brings a sense of objectivity and fairness to tricky issues at the intersection of family and business. Additionally, she is certified in Insights Discovery™, the BarOn Emotional Quotient Inventory (EQ-i)™, and Ethical Fitness™. She is also certified as an Ontological Coach from the Newfield Network.

Wendy is a member of a U.S. family firm over 130 years old, and serves on its board of directors. The business has about 50 cousin partners from the third through sixth generations. This background in family business motivated Wendy to dedicate her career to the needs of family enterprises.

Wendy has a Master's in Family Systems Counseling Psychology from the University of British Columbia and an Executive Master's in the Neuroscience of Leadership from the Neuroleadership Institute. She lives in Vancouver, British Columbia with her husband and two sons.

