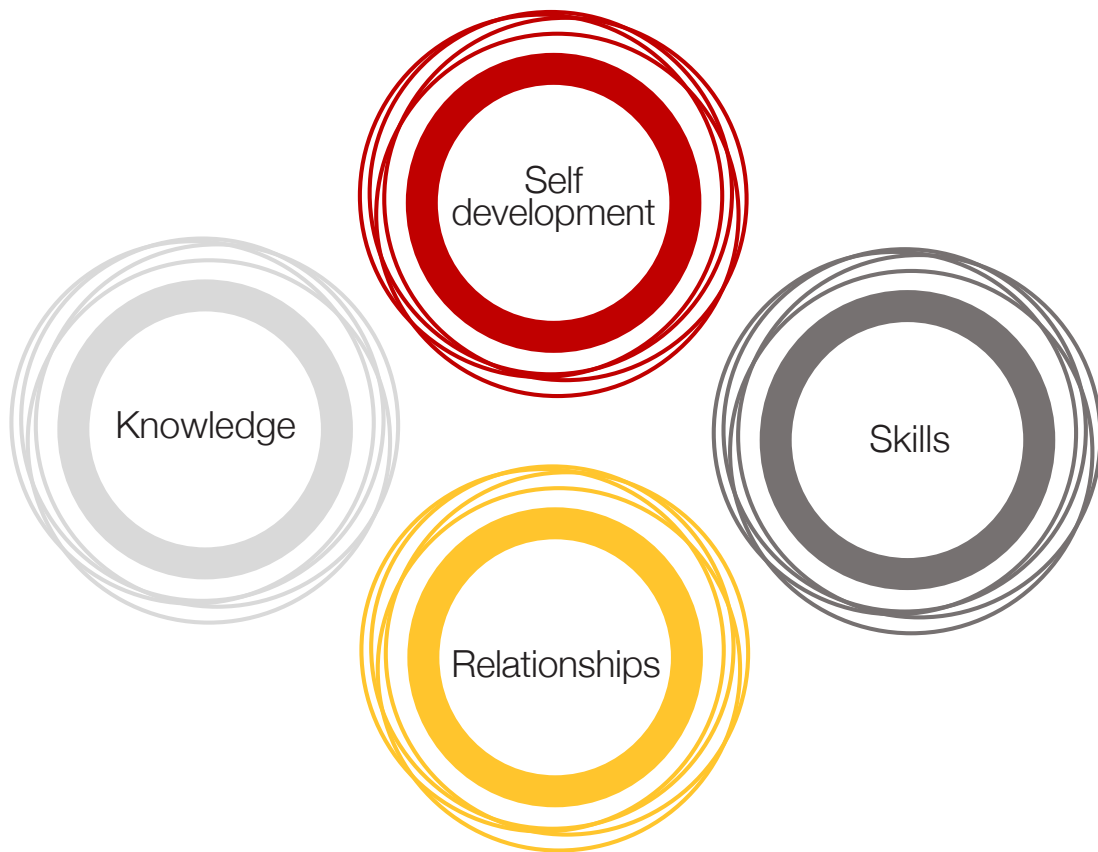


Mini-MBA

for Next Gen Family Enterprise Leaders

Become A Trustworthy Leader In The Circles That Matter



The New Mini MBA for Family Enterprise's Next Gen Leaders is an innovative and experiential learning opportunity that transforms individuals, your family, and enterprise.

Why a Mini MBA for Next Gen Leaders?

There are three crucial ingredients that allows for smoother transition in family business: knowledge/skills, strategic relationships, and trust!

And, most of all, trust must exist among all key stakeholders of a family enterprise. All of these stakeholders have diverse needs and expectations for the family enterprise's emerging leader. And yet, they also all share one common goal: They want their future leaders to have the competencies and character to steward the family and the enterprise for a long and successful tenure.

The Mini MBA's specialized curriculum will help Next Gen leaders gain the trust of all key stakeholders by developing the knowledge, skills and confidence to lead. Being a trusted leader is a strategic advantage that Next Gen leaders can't afford to ignore.

The great news here is that trust can be learned and taught! Trust isn't a monolithic concept; it is a combination of two dimensions: character and competence (Covey). This is the cornerstone of this Mini MBA program. The program offers practical knowledge, backed by research and proven in practice from a variety of disciplines. In particular, each module has been created to strengthen both character and competence by developing four crucial areas.

Key stakeholders include:
parents, siblings, cousins, senior non-family executives, employees, board members, bankers, critical advisors, clients, customers, suppliers and vendors.

STRATEGIC RELATIONSHIPS

- Develop a solid community of peers who are sharing the same intense experiences and who will stay with you far beyond the course
- Create your circle of trust, differentiating between those who can propel you forward and those who hold you back
- Strengthen cross-functional collaboration across your organization
- Form a network of connections relevant for yourself, your family and your enterprise
- Build your go-to team of experts

SELF-DEVELOPMENT

- Emotional intelligence
- Bias and triggers
- Trust-building behaviors, including motive and intent
- Assertiveness
- Self-confidence
- Accountability
- Entrepreneurial spirit
- Adaptability to change
- Performance under pressure
- Constructive response to criticism

KNOWLEDGE

- Sustainable family enterprises and enterprising families
- Ownership and family governance for enduring relationships
- Strategic thinking and planning
- Innovation and performance
- Organizational structure and culture
- Corporate governance
- Financial management
- Leadership
- Conflict management
- Family dynamics, including the evolution of parental and other family relationships over time and their impact when running a family business

SKILLS – HOW TO ...

- Become a nonreactive leader
- Manage difficult conversations in an effective manner
- Understand and address the different needs of diverse stakeholders
- Inspire and lead more mature and experienced stakeholders
- Extract great potential from other family members
- Lead an inclusive decision-making process, while respecting boundaries and roles
- Manage effective problem-solving
- Enhance overall performance, employee engagement and growth
- Be an executive presence and see how business results ultimately tie to human performance
- Clearly communicate the purpose and direction for your organization

Who should attend:

Next Gen members of enterprising families:

- involved in management and/or ownership
- committed to self-development
- focused on the growth of their family and business
- wanting to build their network of influential peers

This Mini MBA brings Next Gen Leaders from different organizations and industries together in a rich learning community, designed to create valuable peer interaction, and rich exchange with family and business experts.

Curriculum, Faculty, and Schedule

Dates	Topic	Faculty	Intended learning outcomes Participant will be more confident in their ability to...
January 17-18 2019	Integrating Ownership and Family Governance	Erik Gabrielson, Gaia Marchisio, Wendy Sage-Hayward	Create a family enterprise vision and inspire the appropriate ownership mindset, creating the foundation to thrive in a volatile time. Lead an inclusive decision-making process among family members and owners, while creating the most suitable governance structures
February 21-22 2019	Unleashing Corporate Governance Benefits	Gaia Marchisio, James Tompkins	Create the most appropriate governance structure for the needs of the business and the owners' characteristics; successfully manage the relationship with board members
March 21-22 2019	Developing Organizational Strategy That Leads to Innovation and Performance	Todd Garretson	Realize higher value and return on business growth strategies and clearly communicate the purpose and direction for the organization
April 25-26 2019	Mastering Strategic Financial Management (I/II)	Steve Smalt, Larry Stevens	Understand and discuss accounting and financial reporting strategies and concepts
May 2-3 2019	Mastering Strategic Financial Management (I/II)	Steve Smalt, Larry Stevens	
Summer break			
August 22-23 2019	Building Strong Enterprising Families	Marjorie Blum, Gaia Marchisio	Support the evolution of family relationships and dynamics over time, while building stronger individuals and ties with parents, siblings and cousins
September 19-20 2019	Overcoming Difficult Times By Mastering Conflict Management Strategies	Sherrill Hayes, Bret Katzman	Design and implement suitable conflict management and resolution strategies; better align different viewpoints; and implement techniques to move stakeholders forward
October 17-18 2019	Turbocharging Emotional Intelligence And Communication Skills	Marjorie Blum, Gaia Marchisio	Stay rooted and solid in uncertain and stressful times; engage in critical conversations with any stakeholder; include diverse expectations and needs; and optimize results
November 14-15 2019	High Performing Succession And Continuity	Erik Gabrielson, Gaia Marchisio	Identify, plan and execute change in the family enterprise; navigate succession; and guarantee continuity over time

Structure & Delivery Methods

The Mini MBA program consists of 10 monthly modules of 10 hours each over the course of one year. This format was designed to minimize the impact on work and family schedules.

- Interactive class time
- Peer engagement
- Team collaboration
- Coaching
- Self-assessment
- Real case discussion
- Immediate application to participant's family and business

Thursday
1:30PM to 6:30PM <i>Dinner provided</i>
7:00PM to 8:30PM Conversations with leaders you want to know
Friday
8:00AM to 1:00PM <i>Breakfast and snacks provided</i>

Program Credential:

Executive Certificate in Family Business Leadership & Bonus Feature: Digital Badge

Upon completion, participants will receive a KSU executive Certificate in Family Business Leadership. In addition to that, because the Michael J. Coles College of Business, leader in higher education innovation, is paving the way, we offer the First and Only Digital Badge for Next Gen Leaders.



Digital badges are the new credential for validating knowledge and know-how among business leaders. Earn the new micro-credential for today's LinkedIn world. You will earn a Digital Badge (or Certificate) in "Next Gen Leadership Excellence" to be displayed in the "certifications" section of your LinkedIn profile; and shared among your stakeholders.

We are invested in your future!

**U.S. News and World Report named
Digital Badges the #1 trend to watch in education**

“Mini”

is only the impact on your schedule, as this program allows participants the flexibility to continue working full-time and manage other commitments.

“Maxi”

is the transformation resulting of this incredible experience!



Location

IgniteHQ

57 Waddell Street SE. Marietta, GA 30060 | *Two blocks from Marietta Square*

Learn more about the program

For more information regarding the curriculum, email Dr. Gaia Marchisio at gmarchis@kennesaw.edu.

For more information regarding pricing and registration, email Lanie Jordan at fbminimba@kennesaw.edu.

Why choose Coles College of Business and the Cox Family Enterprise Center?

The Mini MBA program is designed and delivered by the same faculty who teach in our highly ranked MBA and Executive MBA programs, as well as by the esteemed faculty of the Cox Family Enterprise Center.

The results speak for themselves:

- The College's Executive MBA program was recently ranked as the No. 1 EMBA program in Georgia and the ninth best in the world by CEO Magazine.
- The College's Part-Time MBA program was recently ranked as the No. 1 part-time MBA program offered by a public university in Georgia by the U.S. News and World Report.
- The College's EMBA program was recently ranked No. 3 in teaming by Businessweek.
- The Cox Family Enterprise Center (CFEC) is a worldwide recognized thought leader in Family Business education. In 2007, CFEC launched the first Family Business Executive MBA program in the United States.

