The mini-MBA for Family Enterprise's Next-Gen Leaders is an innovative and experiential learning opportunity that transforms individuals, your family, and enterprise.
There are three crucial ingredients that allow for smoother transition in family business: knowledge, strategic relationships, and trust. Trust must exist among all key stakeholders of a family enterprise, all of which have diverse needs and expectations for the enterprise’s emerging leader. These stakeholders also 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 great news is that trust can be learned and taught! This is the cornerstone of the mini-MBA program at the Cox Family Enterprise Center. Being a trusted leader is a strategic advantage that Next-Gen leaders can’t afford to ignore.

The mini-MBA’s specialized curriculum will help Next-Gen leaders gain the trust of their key stakeholders by developing the knowledge, skills and confidence to lead. The program offers practical education that is backed by research and proven in practice from a variety of disciplines.

Why choose the mini-MBA for Next-Gen Leaders?

The Four Areas

1. 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

2. 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
   - Leadership

3. 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
   - Conflict management
   - Family dynamics and their impact when running a family business

4. SKILLS – HOW TO...
   - Become a nonreactive leader
   - Manage difficult conversations in an effective manner
   - Understand and address the different needs of 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
   - Manage effective problem-solving

Key Stakeholders Include:
Who is this program designed for?

Next-Gen members of enterprising families who are...

- involved in management and/or ownership
- committed to self-development
- focused on the growth of their family and enterprise
- building 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.

Structure & Delivery Methods

The mini-MBA program consists of 9 monthly modules of 10 hours each over the course of one year. This format was designed to minimize the burden on work and family schedules, and maximize the impact in your life!

Thursdays - 1:30PM to 6:30PM
7:00PM to 8:30PM Dinner Provided
Fridays - 8:00AM to 1:00PM Lunch Provided

The mini-MBA program distills traditional MBA programs down to the most essential information and supplements it with practical, valuable content and experiences as well as exposure to leaders from varied backgrounds.

The program will teach and coach leaders how to successfully engage in one-on-one critical conversations as well as lead teams of stakeholders for long-term success. All the knowledge gained in these courses will be directly applied to participant’s specific family and business for direct application of the material.

Courses Include:

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<thead>
<tr>
<th>Dates</th>
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<th>Topics</th>
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<tbody>
<tr>
<td>Jan 16-17</td>
<td>Integrating Ownership and Family Governance</td>
<td>Summer Break</td>
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<tr>
<td>Feb 20-21</td>
<td>Unleashing Corporate Governance Benefits</td>
<td>Aug 20-21</td>
<td>Building Strong Enterprising Families</td>
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<tr>
<td>Mar 19-20</td>
<td>Developing Organizational Strategy</td>
<td>Sep 17-18</td>
<td>Mastering Conflict Management Strategies</td>
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<tr>
<td>Apr 30-May 1</td>
<td>Mastering Strategic Financial Management 2</td>
<td>Nov 19-20</td>
<td>High Performing Succession &amp; Continuity</td>
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Program Credentials

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 is a leader in higher education innovation, we offer the First and Only Digital Badge for Next-Gen Leaders.

You will earn a Digital Badge (or Certificate) in “Next-Gen Leadership Excellence” to be displayed in the “certifications” section of your LinkedIn profile.

We are invested in your future!

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

The courses will be taught at IgniteHQ:

IgniteHQ
57 Waddell St SE
Marietta, GA 30060

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

- The Mini MBA program is designed and delivered by the same faculty in our highly ranked MBA and Executive MBA programs, as well as the esteemed faculty of the Cox Family Enterprise Center.
- Coles College is among the top 2 percent of business schools worldwide that maintain accreditation in both business and accounting by AACSB International, the world’s largest accreditation association for business schools.

Learn more about the program

For more information please visit us at:
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470-578-6045