

**MAY 3 & 4, 2022**

**Digital Event**

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**WOB**I on  
Family  
Business



# **MANAGING THE FAMILY BUSINESS**



**John Davis**

Pioneer and authority  
In family enterprise,  
family wealth and  
family office

# John Davis

Pioneer and authority in family enterprise, family wealth and family office



Professor John Davis is a globally recognised pioneer and authority on family enterprise, family wealth, and the family office. Since the 1970s, he has been a leading researcher, author, advisor, and speaker on family enterprise, and is the creator of many of the field's most impactful conceptual frameworks. His current focus is on how several macro forces are shaping the world for family-owned enterprises in today's new global disorder.

A renowned academic and shaper of the family enterprise field, Professor Davis leads the family enterprise programs at the MIT Sloan School of Management where he teaches strategies for family business and family office longevity. His accelerator programs offer families a week-long transformational experience to get into position for the future and plan for the trajectory of their family enterprise.

Trained in management, psychology, and economics, he advises multigenerational family enterprises in more than 70 countries. He is the founder and chairman of Cambridge Family Enterprise Group, a global advisory, education, and research organisation for family enterprises.

Professor Davis has also written significant works explaining family enterprise dynamics and success. With HBS Professor Renato Tagiuri, he co-created the Three-Circle Model of the Family Business System, the fundamental paradigm in the field. He also co-authored various books including *Generation to Generation: Life Cycles of the Family Business*, *Next Generation Success*, and *Enduring Advantage*.



# Agenda

03:00PM Berlin, Madrid, Rome | 02:00PM London, Lisbon | 09:00AM New York, Bogotá, Lima  
8:00AM Mexico City | 10:00AM Buenos Aires, Brasilia | 11:00PM Sydney | 6:00AM Los Angeles

## May 3, 2022

### Session 1

90 min

The Strengths and Challenges of Family Businesses

### Session 2

75 min

Turbulence and Transformation: A New Model for Family Enterprise Success in the 2020s

## May 4, 2022

### Session 3

90 min

Preparing the Next Generation for the Future

### Session 4

75 min

How to Change a Family Business from the Inside

\*The agenda may be subject to changes.

For updates please consult the website [wobi.com/family-business/](http://wobi.com/family-business/)

# WHAT IS WOBI ON FAMILY BUSINESS?

WOBI on Family Business will inspire founders, executives, shareholders and successors of family businesses in the search for solutions for growth, vision of the future and sustainable leadership.

A real immersion focused on concepts, trends, case-studies and promoting a stimulating exchange of experiences among participants with the same challenges.

- **The Strengths and Challenges of Family Businesses**
- **Turbulence and Transformation: A New Model for Family Enterprise Success in the 2020s**
- **Preparing the Next Generation for the Future**
- **How to Change a Family Business from the Inside**



## **SESSION 1**

### **The Strengths and Challenges of Family Businesses**

- The dynamics present at different stages in the evolution of a family business
- How these dynamics can strengthen or weaken a family business
- How to leverage the competitive advantages and inherent strengths of a business that is family-owned

## **SESSION 2**

### **Turbulence and Transformation: A New Model for Family Enterprise Success in the 2020s**

- Today's changing landscape for family enterprises
- Transformation strategies for family enterprises to adapt and succeed in this turbulent era

## **SESSION 3**

### **Preparing the Next Generation for the Future**

- Talent needs for family enterprises today
- Strategies to develop the next generation for meaningful roles in the family enterprise
- How to encourage the next generation to engage with the family enterprise

## **SESSION 4**

### **How to Change a Family Business from the Inside**

- Managing tensions between “caretakers” of the family business who resist change and “change champions” who want to innovate and adapt the family business
- How to advocate for change and persuade senior decision makers that change is needed in a family business
- How to instill a culture of change in the family enterprise

# Special Offer

Valid until March 18<sup>th</sup>

**1**  
**TICKET**  
**495** USD  
~~995 USD~~

**3**  
**TICKETS**  
**1,275** USD  
~~2,985 USD~~

**5**  
**TICKETS**  
**2,055** USD  
~~4,975 USD~~

## THE TICKET INCLUDES:

- ACCESS TO THE TWO DAYS OF THE DIGITAL EVENT
- DIPLOMA SIGNED BY JOHN DAVIS AND WOBİ
- ACCESS TO EVENT REGISTRATION FOR 4 WEEKS

FOR MORE INFORMATION AND SPONSORSHIP OPPORTUNITIES

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