

# FAMILY BUSINESS ONLINE CERTIFICATION PROGRAM

“Essential Legacy Building Blocks for Family Owners”

LEVEL 1 | 14<sup>th</sup> November 2020 & 28<sup>th</sup> November 2020  
 LEVEL 2 | 12<sup>th</sup> December 2020 & 9<sup>th</sup> January 2021  
 LEVEL 3 | 23<sup>rd</sup> January 2021 & 6<sup>th</sup> February 2021

## EXCLUSIVE OFFER

**INVESTMENT**  
**FAMILY PACK** (3 seats from the same Family) US\$3,600  
**INDIVIDUAL SEAT** US\$2,700

All Modules running from 11:00am - 2:00pm (UAE Time)

## KEY LEARNING OUTCOMES

- Develop an aligned family business vision
- Overcome underlying family issues and conflicts
- Develop a comprehensive family constitution
- Build a succession plan and family structure
- Define clear family job roles and responsibilities
- Assess family member strengths and weaknesses
- Build a professional family board and family office
- Develop a complete governance framework
- Build a winning leadership dream team
- Develop new business models and strategies
- Create exponential growth and drive innovation
- Implement a full performance management system



## LEVEL 1 MODULES: Understanding Family Business Blockages

PART 1 | 14<sup>th</sup> NOV 2020 (11:00am - 2:00pm)

- Family Business Trends
- Family & Business Vision
  - The VIP Toolkit
  - Building the roadmap for the next 10-30 years

PART 2 | 28<sup>th</sup> NOV 2020 (11:00am - 2:00pm)

- Family Business Blockages
  - The 20 Legacy Blockages



## YOUR INSTRUCTOR



**REG ATHWAL**  
 Founder, Chairman & MD  
 RTS Global Partners

- Past President of the UK Professional Speakers Association and a Fellow member
- 29 Years' experience in the Human Capital Management and Entrepreneurial Domains
- Best-Selling Author with 19 Years of practical Family Business expertise working with 128 family firms in Africa, Middle East & Asia
- Delivered programs to Harvard Business School, Oxford University, Cranfield, Hult, ISB and hundreds of other leading universities
- Founder and Chairman of RTS Global Partners, the leading Family Business Advisory Firm in Africa, Middle East and South Asia
- Addressed over 3 million people in 65 countries since 2002

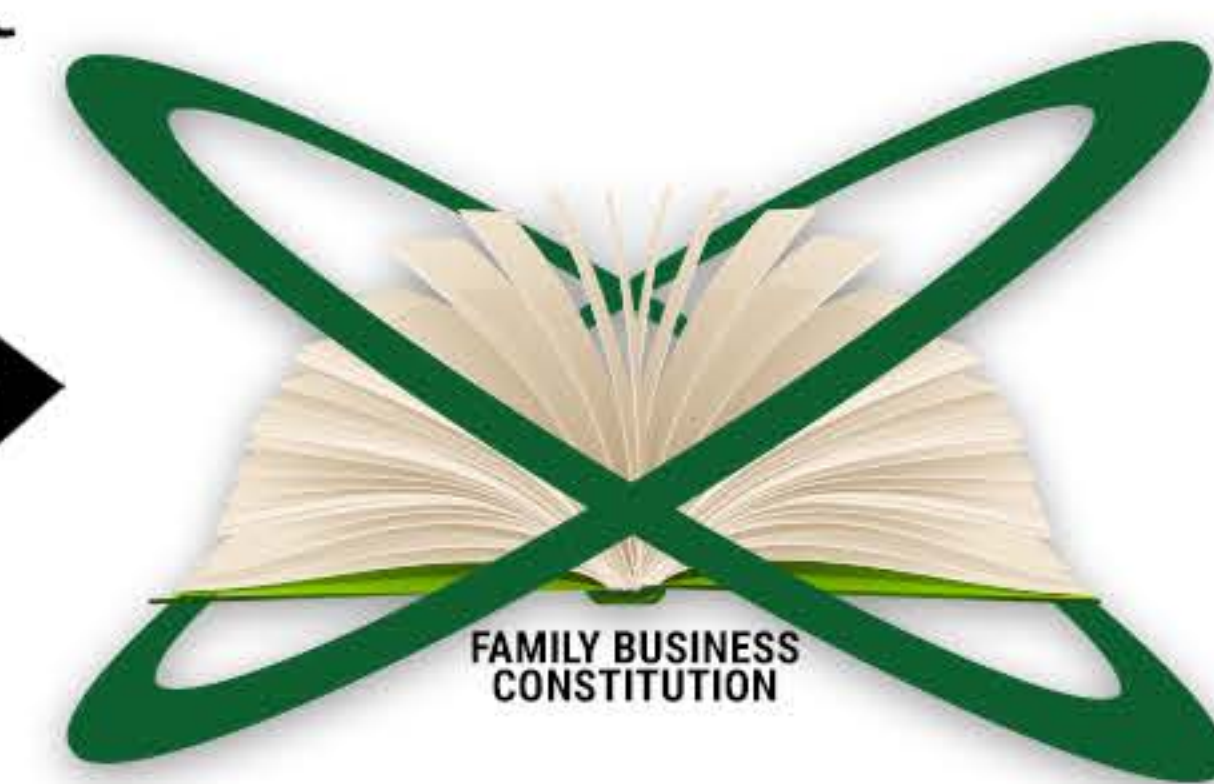
## LEVEL 2 MODULES: Implementing Your Family Business Constitution

PART 1 | 12<sup>th</sup> DEC 2020 (11:00am - 2:00pm)

- Family Constitution
  - Developing Guiding Principles
- Family Values
  - Understanding how values can work for and against us
  - Developing a Family Values Charter
  - Developing your Family Business Policies
  - Developing your Code of Conduct

PART 2 | 9<sup>th</sup> JAN 2021 (11:00am - 2:00pm)

- Family DNA Profiles
  - DNA Profiling Model



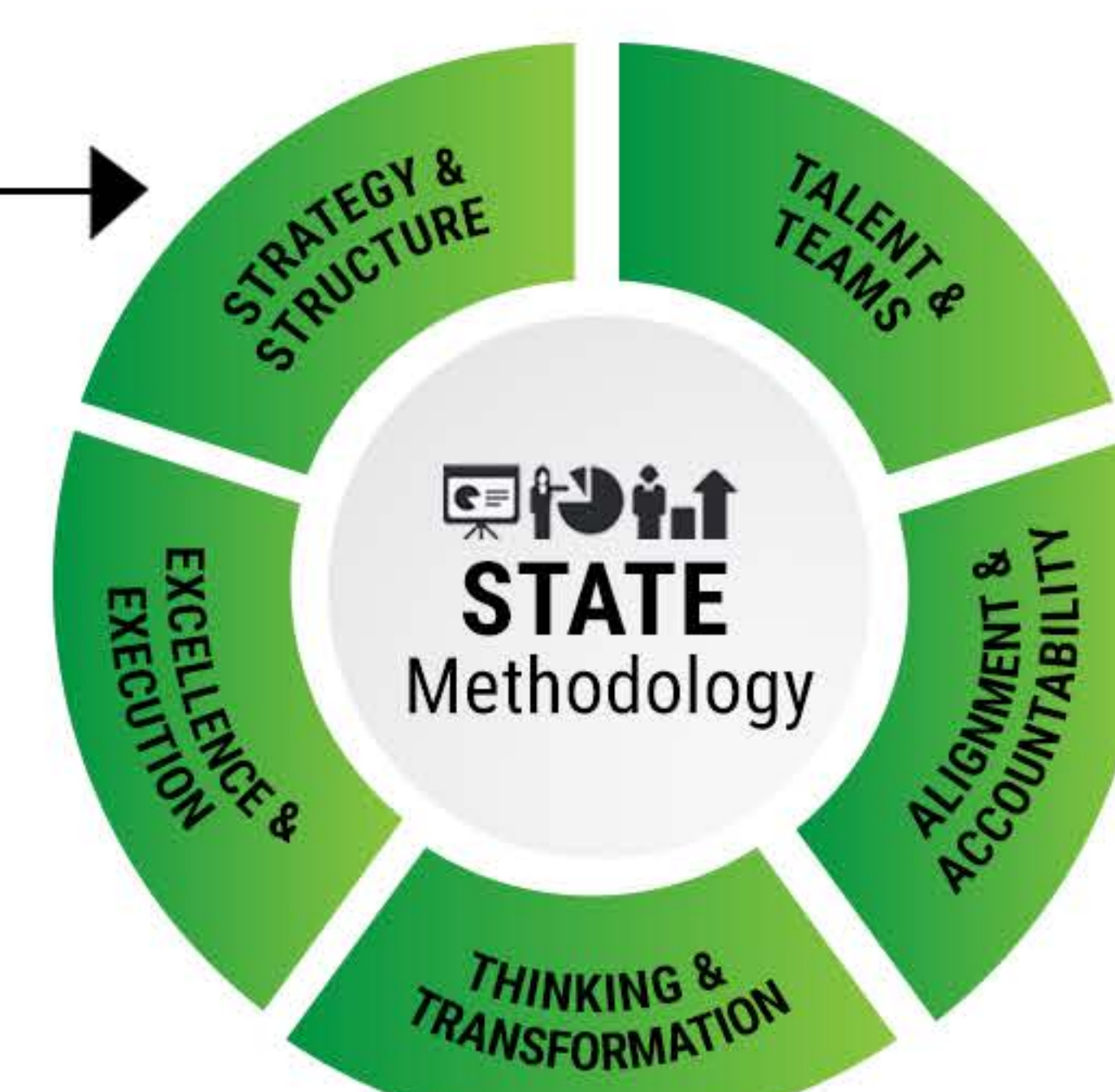
## LEVEL 3 MODULES: Building Your Family Business Strategies & Growth Plans

PART 1 | 23<sup>rd</sup> JAN 2021 (11:00am - 2:00pm)

- Family Boards
  - Effective Strategic and Financial Management
  - Developing Family Business Boards
- Family Leadership
  - Developing a Winning Leadership Team
  - Driving Peak Performance with the Next Generation

PART 2 | 6<sup>th</sup> FEB 2021 (11:00am - 2:00pm)

- Business Strategy (Using the STATE Methodology)
  - Strategy & Structure
  - Talent & Teams
  - Alignment & Accountability
  - Thinking & Transformation
  - Excellence & Execution



## CONTACT INFORMATION

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