

— Centerprising Journey —

Live Guided Experiences Online



New Paradigm for Family Wealth Creation: Innovation Driven Governance & Ownership

— JOURNEY DESCRIPTION —

New Paradigm for Family Wealth Creation: Innovation Driven Governance & Ownership

Explore a new paradigm of family governance and ownership to create a family ecosphere of wealth creators potentially in a multitude of disruptive areas. Learn how to support your innovators' interests, engage with them, and keep them connected to the family enterprise so that the family benefits from their wealth creation success.

6 or 12-week expert-guided journey online:

1. Initial guided articulation of goals
2. Weekly learning materials and 1-hour guided group discussions via video
3. Design personal action plan

US\$ 3,800 per participant for 6-week journey with weekly dialogue

US\$4,800 for 12-week journey with dialogue every other week

Who is this journey for?

- Family Wealth Creators who want the core family organization to be more supportive of their innovation projects.
- SeniorGen who see the need to deploy more family talent to take advantage of disruption and avoid being destroyed by it.
- RisingGen who see the imperative to engage with external talent especially around disruption.
- Trusted Advisors of the Family who think that it is critical for the family to invest more in innovation driven ventures.



What is the journey experience?

Our philosophy is to provide bite size, guided, practical learning in a directed way that leads to developing concrete, implementable action plans.

Initial articulation of goals. At launch, we hold a 1-on-1 session with you to help you articulate your challenges and turn them into a list of solvable, prioritized problems. You select one problem to address. Then focus on developing an action plan for that problem thru the journey.

Insights into Family Governance. We send you weekly learning materials. They provide frameworks and case samples to direct your data gathering, analysis, and action plan design. We hold weekly 1-hour dialogues in small groups to review learning highlights, discuss your reflections, guide your action planning, and for the group to share experiences.*

Customized creation of personal action plans. At the end of the journey, we hold a 1-on-1 session with you to polish your action plan and ensure that it can help you achieve concrete goals.

* We would answer any questions on learning materials and provide feedback on self-reflections + action plans in between dialogues

Curriculum for Journey

New Paradigm for Family Wealth Creation: Innovation Driven Governance & Ownership

WEEK 01

Evolution of the family enterprise and thriving under disruption

- a. Evolution of business families from centralized control of one founder to distributed ecosphere engaging all family talent
- b. Why a family ecosphere is imperative for families to thrive under disruption

WEEK 02

Risks of low probability + high impact events

- a. Black swans, gray rhinos, and elephants in the room occur more frequently than perceived
- b. How families can better prepare for them?

WEEK 03

Creating an antifragile family enterprise

- a. Many families are robust or even resilient, but few are antifragile (meaning that they benefit from chaos or high volatility)
- b. How can families position themselves to benefit?

WEEK 04

Innovation driven family enterprise governance structures

- a. Discover the family enterprise pillars that support innovation
- b. Reimagine role of family leaders to successfully engage all family innovators
- c. How to allocate and share resources along the four capitals to spur innovation

WEEK 05

Entrepreneurially driven ownership structures

- a. Options for structuring ownership and control to foster family entrepreneurial activities

WEEK 06

Putting it all together: draft designs of or suggested modifications to your family organization

- a. How to gather family input and support for your draft designs or suggested modifications

Sample Case

for the Innovation Driven Governance & Ownership

INITIAL CHALLENGE

- ❖ Leading publicly listed company in real estate and infrastructure sectors
- ❖ Family leaders see that emerging tech companies are enjoying faster adoption, higher valuations, and growing power in the traditional industries they are dis-intermediating

COMPLICATIONS

- ❖ Existing shareholders expect the disciplined focus and steady growth of the legacy companies
- ❖ Diverging preferences of two Rising Generation for traditional management vs constantly changing environment of emerging tech

DID THE FAMILY BENEFIT FROM DISRUPTION?

- ❖ Was the family able to incorporate the talents of both Rising Generation and resolve the issues of shareholder expectations to profit from Disruption?

How did distributed family enterprise governance and ownership help the family profit from disruption?

How to join:

- ❖ If you are interested in registering for this journey, please visit our website at

www.centerprising.io

- ❖ Journeys start monthly
- ❖ Journey Fees Per Participant:
 - US\$ 3,800 for 6-week journey with weekly dialogue
 - US\$ 4,800 for 12-week journey with dialogue every other week
- ❖ For inquiry, please click on the button below or send us an email:

[INFO REQUEST](#)

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