

Family Business Innovation & Management for Africa (FaBIMA) Program

Building Stronger Families and Smarter Businesses For A Better Africa

OVERVIEW

Every company, including family-owned ones, must adapt and thrive. This necessitates navigating challenges associated with fierce competition, evolving market landscapes, and ever-increasing customer expectations. However, family businesses possess a unique set of challenges and opportunities.

Beyond the need for effective governance, operational excellence, and sound wealth management, family businesses require robust frameworks to integrate these critical components seamlessly. When successfully implemented, these frameworks become the scaffolding upon which long-term success is built.

Family businesses that integrate well have the potential to create employment opportunities, generate wealth, and make a positive impact on society. This personalized learning experience equips you with the knowledge and tools to leverage the inherent strengths of your family business. You will discover how to implement practices that drive high performance, foster shareholder loyalty, nurture healthy family relationships, and contribute to broader social impact.

PROGRAM OBJECTIVES

- Develop effective strategies for working within a family business
- Set clear goals for family wealth and business growth
- Learn to balance the spending and investment needs of the family

- Understand the importance of prioritizing governance across the three systems of a family business: the operating company, the family office, and the family itself.
- Develop effective boards of directors and advisory boards to provide strategic direction and oversight.
- Organize and facilitate productive family assembly and council meetings, and establish a clear family constitution.
- Create policies and plans for the family's involvement with the business, ensuring clear boundaries and responsibilities.
- Identify and cultivate leadership potential within the family, preparing future generations for successful ownership and management roles.
- Differentiate and understand the roles of owners, family members, boards, and executive management within the family-business-ownership system.

PROGRAM BENEFITS

- Navigate the complex dynamics of a family business system.
- Build strong relationships within the family and with external stakeholders.
- Adapt successful practices to ensure the long-term sustainability of their family business.
- Gain a deeper understanding of the roles and responsibilities within a family enterprise.

PROGRAM DIRECTOR

Prof. Kwaku Atuahene-Gima
Founder & President, NiBS

DURATION **5 DAYS**

3 days In-person
2 days Online

INTAKE

May
September

TUITION FEE

¢ 7,000.00

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Program dates, facilitators and fees are subject to change.

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Family Business Innovation & Management for Africa Program

PROGRAM BENEFITS (cont.)

- Develop strategies for effective communication, conflict resolution, and decision-making.
- Balance spending and investment needs, ensuring financial sustainability for future generations.
- Effectively manage the family's involvement in the business and ensure smooth succession planning.
- Develop a comprehensive plan for the future of your family.
- Effectively manage wealth and assets across generations.
- Foster a strong family culture built on shared values and trust.

WHAT YOU WILL LEARN

- **Module 1:** Managing the Complex Dynamics of the Family Business System
- **Module 2:** Family Business Governance and Leadership
- **Module 3:** Managing and Sustaining the Family Legacy

WHO SHOULD ATTEND

- Family and non-family directors, CEOs, board chairs, and trustees of family-controlled firms.
- Family members involved in governing their family councils, family office or their family foundations.

- Family shareholders.
- Any individual interested in family business

LEARNING METHODS

- On Campus (In-Person)
- Live-Online

CERTIFICATION

Upon completing the program, you will earn a:

- Certificate in Family Business Innovation & Management

FACULTY



Prof. Enoch Opoku Antwi

Dean of Business Administration & Communication Arts, Academic City University | Leadership & Governance Expert.



Dr. Dennis O. Oteng

CEO Ravens Consulting GH, Family Business Expert.



Dr. Gillian Hammah

Group Chief Marketing Officer Databank Group, Accra.