



DATES

May 18, 2020
Monday
8:00 am - 12:00 nn

PROGRAM FEES

Php 5,400 per session Single Session
Php 4,860 per session For 2 Sessions Only
Php 4,590 per session For 3 - 4 Sessions

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)830.2050
+639327919190

Schedules and prices may
change without prior notice.

Managing and Professionalizing the Family for Families in Business

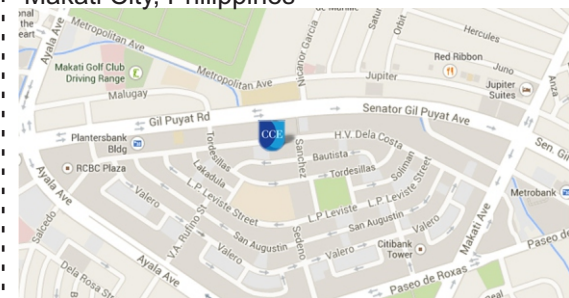
From Setting Up to Stepping Up: A Family Business
Management Series

Package inclusions:

- Program fee
- Training kit
- AM snacks
- Lunch
- Certificate of Attendance

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



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ATENEO DE MANILA UNIVERSITY
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CENTER FOR CONTINUING EDUCATION

IN PARTNERSHIP WITH



ATENEO FAMILY BUSINESS DEVELOPMENT CENTER



PRESENT THE

FROM SETTING UP TO STEPPING UP: A FAMILY BUSINESS MANAGEMENT SERIES

MANAGING AND PROFESSIONALIZING THE FAMILY FOR FAMILIES IN BUSINESS

May 18, 2020

At the foundation of every successful family business is the strong bond and commitment of the business family. It is the unwavering support of the family that becomes the main competitive strength of the business.

Managing and Professionalizing the Family for Families in Business discusses the challenges and opportunities for business families in building a healthy family relationship and an effective work family-team. It tackles how the two areas of the relationship – family and work – can be made fulfilling and mutually beneficial.

Managing and Professionalizing the Family for Families in Business

From Setting Up to Stepping Up: A Family Business Management Series

objectives

At the end of this session, participants will have a better understanding and appreciation of the following:

1. Unique challenges of a family in business;
2. Healthy relationship patterns;
3. Skills in effective communication, managing conflicts, differences; and
4. Techniques in building a family-team.

who should attend

Every member of a family in business – whether actively working in the business or not. It would be ideal if members from different generations will be attending, as the session will cover the challenges for both the senior and the junior generations of families in business.



resource person

MS. PILAR UNILAD-TOLENTINO is the Chairperson of the Leadership and Strategy Department of the John Gokongwei School of Management (JGSOM), Ateneo de Manila University. She is also the Assistant Director and a family business consultant of the Ateneo Family Business Development Center (AFBDC). She handles family relationship, teambuilding, and professionalization. She is a faculty of the Family Firm Institute, Boston USA, teaching subjects on family business and wealth advising.

Ms. Tolentino earned her Bachelors degree in Management - Honors Program from the Ateneo de Manila University. She also completed her Masters in Management with distinction at the Asian Institute of Management (AIM). She received her certification on Family Business Advising through the Global Education Network of the Family Firm Institute (FFI) Boston, USA and became the first Filipino awardee of the de Visscher & Co. Scholarship. She completed her diploma course on Pastoral Family Ministries from the Center for Family Ministries (CEFAM) where she also serves as a Pastoral Family Counselor.

program content

- I. Valuing the family in a family business
- II. Understanding the family as a system
- III. Learning the unique relationship challenges of families in business
- IV. Defining the goals for the families in business - in building a stronger family bond and an effective family-team
- V. Practicing effective communication
- VI. Managing conflict and differences

complementary programs

From Setting Up to Stepping Up: A Family Business Management Series

Family Business Governance - Family Council/Family Constitution

May 18, 2020

2:00 pm - 6:00 pm

Towards Long-Term Sustainability: Strategic Management for Family Business

May 19, 2020

8:00 am - 12:00 nn

Family Factor and Succession Planning in Family Business

May 19, 2020

2:00 pm - 6:00 pm