



DATES

May 19, 2020
Tuesday
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.

Towards Long Term Sustainability: Strategic Management for Family Businesses

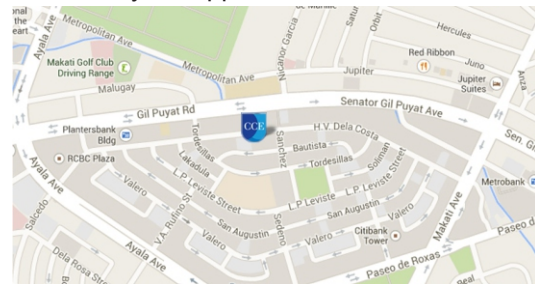
From Setting Up to Stepping Up: A Family Business
Management Series

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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January 11, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



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

TOWARDS LONG TERM SUSTAINABILITY: STRATEGIC MANAGEMENT FOR FAMILY BUSINESSES

May 19, 2020

Planning for the future in a highly competitive environment is essential for family businesses who desire long-term sustainability. To appreciate the importance of planning to family businesses, this short course focuses on the fundamentals of the strategic management process: Strategy Formulation, Strategy Implementation and Strategy Evaluation.

Towards Long-Term Sustainability: Strategic Management for Family Businesses

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

objectives

Upon completion of the course, participants should:

1. Gain a conceptual understanding of the strategic management process;
2. Understand what vision, mission, and values are and their importance of the family's strategic direction;
3. Appreciate the importance of environmental analysis to the formulation of strategy;
4. Know the role of objectives in both corporate and functional area environments;
5. Refresh their knowledge on various strategy options given specific situations;
6. Differentiate between long term strategy formulation and short term operations planning; and
7. Be enjoined to apply the concepts of Strategic Management to their family businesses.

who should attend

Family members who are actively involved in the management of the business; Professionals who are currently critical to family businesses; Inactive family members who are owners of family businesses; Professionals who aspire to be part of family businesses or plan to set up one.



resource person

MR. NATHANIEL L. LIM is a faculty in strategic management at the John Gokongwei School of Management, Ateneo de Manila University, and in marketing and sales at the University of Asia & the Pacific's School of Management. He is a Consultant on strategic management, marketing, and sales at both the Business Resource Center and the Family Business Development Center of the Ateneo, and does new business coaching for aspiring entrepreneurs with the Entrepreneurial Management Program of UA&P.

He has extensive experiences in marketing, sales, productivity improvement, and strategic planning from various industries such as packaged food, household care, personal care, fabric care, music & entertainment, media, agricultural machinery, telecommunications, and consumer banking.

Mr. Lim holds an MBA in Marketing from Fordham University in New York, USA. He finished BS Business Management and AB Interdisciplinary Studies from the Ateneo de Manila University.

program content

- I. Strategy formulation (vision-mission-values, external and internal analysis, setting long term goals/objectives, identifying strategy options, and formulating strategies)
- II. Strategy implementation
- III. Strategy evaluation
- IV. Annual (short term) operations planning

complementary programs

Managing and Professionalizing the Family for Families in Business

May 18, 2020

8:00 am - 12:00 nn

This program 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.

Family Business Governance - Family Council/Family Constitution

May 19, 2020

2:00 pm - 6:00 pm

This program will expose the participants on how to effectively manage family, business and owner relationships which require special awareness, careful communication (through family council) and extreme effort on the part of family members.

Family Factor and Succession Planning in Family Business

May 19, 2020

2:00 pm - 6:00 pm

This is designed to give the participants an overview of how the family should understand the dynamics that affect its members especially the older generation in relation to the younger generation. "Succession Planning" or "Leadership Transition" is and what it means for the continued success of the Family Business.