

## FRIDAY, NOVEMBER 20

10:00 AM EST

### **The Entrepreneurial Family Update**

- (1) How to mitigate the risk of future crises
- (2) How to build organizational resilience
- (3) How our purpose guides our interactions

10:45 AM –  
11:30 AM

### **Meaning Making and Repurposing**

- (1) Can a clear and stated “sense of purpose” bring value to an enterprise?
- (2) Do family enterprises harbour more meaning than publicly business?
- (3) Are businesses that embrace purpose on to something?

11:30 AM –  
12:00 PM

### **Peer Discussion**

12:15 PM –  
1:00 PM

### **Crisis Modes: Entrepreneurial Families and the New Social Contract**

- (1) How will altered social contracts affect family-owned enterprises?
- (2) Are entrepreneurial families enlightened leaders or laggards in crisis-management events?
- (3) What governance tools favour entrepreneurial families amid the pandemic?
- (4) Will increased statism work against the efficacy of family-owned enterprises?

1:00 PM –  
1:30 PM

### **Peer Discussion**

1:45 PM –  
2:30 PM

### **Rethinking Education**

- (1) What is the role of business in rethinking tomorrow’s business education?
- (2) Can entrepreneurial families play a stronger role in business education?
- (3) In family business spheres, do today’s business education options fall short?

2:30 PM –  
3:00 PM

### **Peer Discussion**

3:15 PM –  
4:00 PM

### **The Pandemic Economy, Digital Uptake and Next Gens**

- (1) Are entrepreneurial families fully exploiting digital tools to improve resilience?
- (2) Who are the laggards in our digital economy and why?
- (3) If digitalization goes beyond e-commerce, how can families stay ahead of the digital curve

4:00 PM –  
4:30 PM

### **Peer Discussion**

## SATURDAY, NOVEMBER 21

10:00 AM EST

### **The Macroeconomic & Geopolitical Update**

- (1) A sense of context
- (2) The ability to anticipate emerging trends
- (3) The capacity to “connect the dots”

10:45 AM –  
11:30 AM

### **Navigating the Markets’ “Endless” Exuberance**

- (1) What are the priorities for internationally focused entrepreneurial families?
- (2) How will private market valuations be affected by financial markets?
- (3) What are the most plausible scenarios in terms of the markets moving forward?
- (4) How should capital-intensive family enterprises mitigate risks?

11:30 AM –  
12:00 PM

### **Peer Discussion**

12:15 PM –  
1:00 PM

### **Entering Frugality**

- (1) At what point does frugality work against economic growth?
- (2) Long term, will the idea of frugality gain traction or will it remain a pipe dream?
- (3) How might family enterprises embrace frugality and make it work?

1:00 PM –  
1:30 PM

### **Peer Discussion**

1:45 PM –  
2:30 PM

### **Fighting Entitlement**

- (1) What are the warning signs of entitlement in a family enterprise?
- (2) How best engage all family individuals in ownership decisions that affect them?
- (3) How might “giving back” fight entitlement?

2:30 PM –  
3:00 PM

### **Peer Discussion**

3:15 PM –  
4:00 PM

### **Do Good then Do Well?**

- (1) Does an understanding of purpose in relation to wealth have value in a family enterprise?
- (2) Who has primacy? Shareholders? Employees? Communities? Families?
- (3) Which matters more: profit before purpose or purpose before profit?
- (4) What effect does wealth have on our mental health?

4:00 PM –  
4:30 PM

### **Peer Discussion**