



**BAYES**  
BUSINESS SCHOOL  
CITY ST GEORGE'S  
UNIVERSITY OF LONDON

# Leading your Family Business

An executive programme on how to lead and grow your family enterprise in an increasingly complex world.

## Key information

---

### In-person programme

**Fee**  
£2,195 (no VAT is charged)

**Duration and delivery mode**  
2 days on campus

### Dates

Programme dates available at:  
[bayes.citystgeorges.ac.uk/  
family-business-programme](https://bayes.citystgeorges.ac.uk/family-business-programme)



Find out more

## Programme overview

Are you the owner of a family business or poised to become one? Recent surveys show that less than one in four family businesses have any form of active next generation engagement plan and even fewer have invested in next generation leadership development. This programme will help you gain invaluable insights and practical strategies for navigating the complexities of your family enterprise ownership and leadership development. From fostering effective family governance to facilitating smooth generational transitions, this programme equips leaders and future stewards with the skills and knowledge needed to thrive in an ever-changing business environment.

## Who is the programme for?

This programme is designed for family business owners from all generations, sectors, regions and sizes or senior non-family executives working in a family business. Whether you are the current owner or a future leader, this programme is for you.

## Focus and structure

The programme consists of five core modules, through which you will develop a deep understanding of effective leadership strategies in a family enterprise, intricacies of succession planning, business innovation and long-term value creation strategies tailored for your family business.

### Nature of family businesses

Learn the unique capabilities of family businesses, the role of the family and how ownership influences the business dynamics.

### Succession in family businesses

Learn why the topic of succession is at the heart of lasting family businesses. You will examine the challenges associated with succession in a family business and discuss the practices you can adopt to build the next generation talent pipeline ready to lead your family business.

### Growth strategies and business innovation in a family business

Go beyond the discussion on role of 'Family' and 'Ownership' in family businesses and develop an understanding of 'Business' logics and how the development of the next generation influences long-term value creation.

### Financing growth in your family business

Understand the pros and cons of various growth financing options and their potential impact on raising capital, wealth diversification, ownership structures and wealth creation.

### Leadership journey and long-term orientation in a family business

Map out a leadership journey for your businesses, establishing governance structures that enable growth.

## Programme benefits

- Develop competencies of next generation leaders who can provide constructive input into how to map out the growth trajectory of the family business as well as the potential costs and benefits of each approach
- Learn the intricacies of a family governance system and how it interacts with firm governance
- Learn about effective succession and leadership development strategies for family businesses
- Develop the talent pool and business leaders in your family business, who understand the nature of business innovation in family businesses that are going through transformation
- Understand the mindsets and practices of resilient family businesses and generate ideas for your own family business.

## An experience in the heart of global business

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.

For more information visit:  
[bayes.citystgeorges.ac.uk/exceed-open](http://bayes.citystgeorges.ac.uk/exceed-open)

**Bayes Executive Education**  
33 Finsbury Square  
London EC2A 1AG  
T: +44 (0)20 7040 8665  
E: [exceed-open@citystgeorges.ac.uk](mailto:exceed-open@citystgeorges.ac.uk)

## World class faculty lead by



**Professor Ajay Bhalla,** Professor of Family Business at Bayes, was born into a third-generation business family in India. A global

expert on family ownership's impact on decision-making, he is a board trustee at the Family Business Research Foundation and has advised business families on governance, succession and next-generation engagement for 25 years. His research, published in leading journals, has influenced British Government policy and earned awards from the Academy of Management and CMI. Co-author of the Amazon best-seller *The Resilient Decision Maker: Navigating Challenges in Business and Life*, he is committed to helping next-generation leaders build resilient family businesses.



**Dr. Aneesh Banerjee,** Reader in Management at Bayes, researches the impact of ownership and governance on

innovation. Recognised by the Academy of Management and ISPIIM, he has received multiple teaching awards, including City Icon's Award, The Chancellor's Award, and The Business School Learning and Teaching Award. Previously at Accenture and SAP AG, he advised firms like IKEA, Colgate, and Shell on innovation strategy. He co-authored the Amazon best-seller *The Resilient Decision Maker* with Ajay Bhalla.



**Meziane Lasfer,** Professor of Finance at Bayes, holds an MBA and PhD from LSE and Bath University. A visiting professor at Paris

Dauphine and Catolica Lisbon, his research covers dividend policy, capital structure, corporate governance and stock returns, with publications in top journals like *Journal of Finance*. Ranked among Europe's top 20 finance researchers, he was a finalist for The Economist's Business Professor of the Year award in 2012. An award-winning teacher, he has led executive programmes for firms such as Goldman Sachs, KPMG, and Deloitte across the UK, Europe and MENA.