

## **CERTIFIED FAMILY WEALTH PROFESSIONAL™**

**Certified by the INTERNATIONAL ACADEMY OF BUSINESS AND FINANCIAL MANAGEMENT**

*Recognised as one of the leading professional education*

*and certification providers in the world.*

**New Program**

### **Course Overview**

Most of the world's economy is comprised of family controlled firms. It was noted, in a recent survey by a renowned consultancy firm, that the majority of family business owners would like to see their business transferred to the next generation, it is estimated that 70% will not survive into the 2nd generation and 90% will not make it to the 3rd generation.

This 5-day program addresses the special issues of family enterprises, including succession plan, governance, strategy, family characteristics, culture and philanthropy. The course will benefit those from business-owning families who aspire to be their own family wealth manager as well as their financial advisors. This is a highly intensive and practical focused course that will involve lots of case study analysis, group discussions, assignments and presentations on new ideas in family enterprise and wealth.

**By the end of this training program, each participant will be able to:**

- ▶ Understand the paradoxes of family enterprise
- ▶ Establish family enterprise continuity plan for legacy and succession purposes
- ▶ Align business strategy to family requirements holistically
- ▶ Sustain competitive advantage for family business
- ▶ Setup a family enterprise wealth management framework for effective monitoring and control



#### **Training methodology**

The program is wholly interactive and you will be fully involved through discussion, exercises and case studies.

#### **Who should attend**

Experienced wealth manager with more than 5 years handling high net worth individuals with assets more than US\$30 million.

#### **Course requirements**

You should have at least 5 years of practical experience in handling high net worth individuals with assets more than US\$30 million.

He/she needs to have pre-requisite knowledge in finance, capital markets and some derivatives knowledge.

# Course Content

## DAY 1

### **Why is family enterprise essential?**

- \* What is a family enterprise?
- \* The role of family enterprise in the world economy
- \* Why family enterprise is different?
- \* How does a family enterprise function?
- \* Benefits of family enterprise
- \* The family enterprise dilemma

### **Case Study:**

Participants will be given a real-life situation case where they are required to highlight the types of challenges faced by the family in the case. They will also discuss the essentiality of having a family business. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

### **How to Balance Family and Business**

- \* "rice to rice in 3 generations"
- \* Different goals
- \* Relationship between family and business
- \* Resolving the family versus business paradox
- \* Evaluating "family first" versus "business first" orientation
- \* Framework to balance family and business goals using parallel planning

### **Case Study:**

Participants will analyse on a real-life case situation in identification of the different goals between family and business challenges. They are also required to use the framework to balance between family and business goals. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

## DAY 2

### **Evolution of Family Enterprise**

- \* Family enterprise maturity model
- \* Profiling of family members
- \* The life cycle of the business, the family, industry and the individual
- \* Forms and structures of ownership
- \* Critical issues for continuity

### **Case Study:**

Participants are given a real-life case study where they will apply the family enterprise maturity model to understand the stage they are in. They will also identify the life cycle of family enterprise and individuals to further appreciate the challenges and strength they face going forward. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

### **Types and Challenges of Family Dynamics**

- \* Understanding how families work
- \* Systems analysis
- \* Conflict management
- \* Asian culture and value system
- \* The family constitution and agreements
- \* Genogram identification

### **Case Study:**

Participants will analyse on a real-life case situation using the genogram to map and identify the family history taking into consideration of family culture and value system. They will analyse the various potential conflict situation and how to setup a family constitution. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.



## DAY 3

### **Decision to Family member's entry, succession, continuity**

- \* Dilemmas for finding suitable family enterprise successors
- \* Negotiating entry for family members
- \* Issues of gender vis-a-vis Asian culture and values system
- \* Family leadership
- \* Successor's career development time line
- \* Behaviours contributing to successor performance
- \* "Letting go" and "taking charge" between senior to junior generation
- \* Importance of establishing a succession and continuity committee in the family enterprise

#### **Case Study:**

Participants will analyse on a real-life case situation in which they will debate on family members entry into family business, identify successor to business and strategy to family continuity. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

### **Family Enterprise Strategy and Sustainable Competitive Advantage**

- \* Alignment of family strategy to business strategy
- \* Parallel planning process
- \* Identification of sustainable competitive advantage
- \* Obstacles to effective family planning

#### **Case Study:**

Participants will analyse on a real-life case situation to identify their sustainable competitive advantage as well as to create one using parallel planning process for alignment of family strategy to business whilst appreciating the various potential obstacles to effective family planning. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

## DAY 4

### **Creating a continuance to family culture and values system**

- \* Contradictions of Family Culture to growth
- \* Financing of family continuity plan
- \* Establish Family meetings and family councils
- \* Creating a family enterprise office framework

#### **Case Study:**

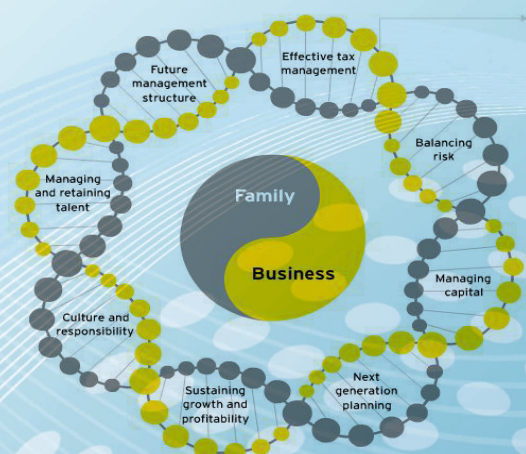
Participants will use the family enterprise office framework and apply onto a real-life case situation. They will discuss on the importance and how to establish family meetings and family councils drawing lessons learnt with feedback from trainer.

### **How to establish an effective Family Continuity Planning**

- \* Setup a Family planning process
- \* How to gain family unity and commitment
- \* Creating a family legacy
- \* Establishing a Family constitution

#### **Case Study:**

Participants will learn how to setup a family continuity planning using tools learnt as well as importance of creating a family legacy. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

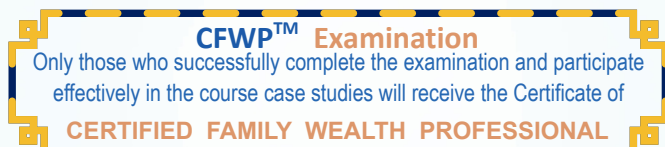


### **Segregating Governance and Ownership**

- \* Types of independent directors to family business
- \* Roles and responsibilities of owners
- \* Establish Family vision
- \* Structuring a family enterprise office with governance system

### **Case Study:**

Participants will analyse on a real-life case situation to identify the challenges faced between family ownership and governance. They will learn to structure a family enterprise office with governance system and draw conclusions forming lessons learnt with sharing on best practice from trainer.



### **Establish Family Enterprise Wealth System**

- \* Family offices, family foundations and family investment companies
- \* Creating family enterprise wealth - 6 forms of capital
- \* Family enterprise wealth creation framework
- \* Family enterprise office balance sheet
- \* Best practices of long lasting families-in-business – longevity

### **Case Study:**

Participants will use tools learnt, over the last five days, to create a family enterprise wealth system taking into consideration of the various forms of capital, family balance sheet, longevity and the family enterprise wealth creation framework. They will draw conclusions forming lessons learnt with sharing on best practice from trainer.

## **Your Expert Solution**

Dr Christopher has some 25 years of hard-won experience in strategic planning and wealth structuring – with a rare blend of Wealth structuring, strategic planning, risk management and investment valuation.

Dr. Christopher is a professional with extensive experience professionally in, strategic planning for family business, wealth structuring, risk management, behavioural finance and structuring products using derivatives ranging from buy and sell side on equity, index, derivatives, structured products, fixed interest, commodity, currency, credit servicing high net-worth, corporate and institutional clients globally. This included a number of start-up positions to build and manage growth business, winning team, profitable product and strong relationship. Record of delivering top quartile profit under diverse market conditions on across asset classes and financial products based on proven skills, hands-on experience, lateral judgement and sound market decision.



Passionate in the financial market with excellent technical knowledge on broad range of financial instruments especially exotic derivatives and practical experience gained through diverse economic cycles. He had worked for 6 different banks over a period of some 25 years across 6 different cultures, business practices and management styles. This had given him a very deep knowledge in handling clients and managed staff from diverse cultural background.

Dr Christopher had conducted many in-house corporate seminars for the past 13 years training international and central bankers from Asia region like Malaysia, Indonesia, Taiwan, China, Singapore, South Korea, Thailand, Hong Kong, Vietnam, Myanmar, Philippines, and to as far as London, Vienna, Jeddah, Kuwait, Johannesburg, Lagos (Nigeria), Accra (Ghana), Nairobi (Kenya) and Dubai.

His seminars and consultancy works are mainly focused on Strategic planning for family business, Wealth Structuring for HNWIs, Enterprise Risk Management, Enterprise Balanced Scorecard, Transforming Strategy into Business Results, Strategic Asset Allocation, and Portfolio Management.

Dr Christopher is also an Adjunct Visiting Faculty to some foreign universities namely: Shanghai JiaoTong University, Central University of Finance and Economics (Beijing), Harbin Institute of Technology (Harbin), S.P. Jain (Singapore and Dubai campus) on a yearly basis on banking certification courses and/or EMBA courses.