

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**