

Family Governance LATAM

Program Overview

Succession and wealth transfer issues, mismanagement, and conflict: they can all become commonplace as family-owned companies grow through multiple generations. How can these risks be mitigated? Family governance — policies and procedures that guide business practices and help families govern themselves — is the best way to ensure that the family-owned business, family resources, and family harmony are sustained over time.

Family Governance LATAM, developed by Wharton in collaboration with the Family Business and Office School (a pioneer in providing educational forums to high-net-worth families and wealth advisors in Latin America), will help participants learn how appropriate governance and communication strategies can be used to mitigate many critical issues.

[Read more about the Experience & Impact »](#)

Family Governance Program Highlights & Benefits

Learn how to:

- Balance financial prosperity with family harmony
- Finance growth in a family business without losing control
- Manage transition of business ownership and wealth between generations

Contact Us

For more information and to register, contact: Hernan Fuentes, Family Business and Office School, +1.786.307.1015 or email wharton@family-bs.com.

In partnership with



October 24 - 26, 2018

Miami, FL

\$7,800

Download the program schedule, including session details.

This program will be held at the **EAST, Miami** Hotel, 788 Brickell Plaza, Miami, Florida 33131 U.S.A.

The program price of \$7,800 includes meals but not accommodations.

Experience & Impact

Family Governance LATAM will help family members and financial advisors understand how to craft a governance system that helps wealthy families to meet their investment goals for business growth, asset and wealth management, and family harmony.

Using pioneering Wharton research, faculty experts will provide participants with the knowledge they need to sustain the legacy, heritage, and success of the family and its business for many generations. Participants will understand how to develop governance systems that enable better family decision-making, communication, and succession planning, and come away equipped with tools to help each generation of the family to become wealth creators.

The effectiveness of the program is enhanced through participation in *Private Wealth Management LATAM*, which explores the latest research, trends, and best practices pertaining to family investment while also providing technical expertise in key investment and financial performance tools, and communication skills to enhance power and influence.

Session topics include:

- Family Enterprise Governance: Balancing Financial Prosperity and Family Harmony
- The Art and Science of Asset Management: The Total Family Balance Sheet
- Understanding Communication Styles
- Communication Styles and Succession: A Case Study
- Managing Transitions: Succession in Ownership, Management, and Control
- Investments, Risk Management, and Family Governance
- Keeping It in the Family: Financing Growth without Losing Control

Who Should Attend

Family Governance LATAM is for high-net-worth families, next-generation heirs, family advisors, and managers of family offices for high-net-worth individuals/families based in Miami and LATAM. Job titles and roles may include:

- Board Members
- Family Governance Consultants and Advisors
- Attorneys
- Wealth Planning Advisors
- Wealth Advisors
- Financial Planners
- Trustees
- Senior HR Executives

Faculty



Raphael Amit, PhD [See Faculty Bio](#)

Academic Director

Marie and Joseph Melone Professor; Professor of Management, The Wharton School

Research Interests: Entrepreneurship, family business, venture-capital financing



Dafna Eylon, PhD [See Faculty Bio](#)

President, Eylon Associates



Testimonials



Jacques Sarfatti

Country Manager, Brazil, Russell Reynolds Associates, an executive search consulting firm serving more than 100 wealthy families in Brazil.

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Russell Reynolds helps families in Brazil with their executive search, succession planning and support service needs, including board member searches and evaluation of boards.

I found the Family Governance session dealing with how to communicate to family members very helpful — how to deliver hard messages is very important. This wasn't just theoretical but practical hands-on learning — with real case studies that generated rich discussions. We saw that depending on how you go about succession planning can be a disaster or a big success. A major challenge in Brazil and throughout Latin America is that families often base succession planning on emotions rather than business or professional factors of a candidate's qualifications.

I hope to take future programs at Wharton; at my recommendation one of my clients has already registered for the governance class. The level of instruction and the quality of the students who come to Wharton are impressive.”



Daniela Ramos

CEO of Ecuador-based AlcazarHold S.A.

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I'm currently the CEO of my family's holding company, and I oversee the investments as well as the financial assets. In Latin America, in general, and in Ecuador, in particular, the concept of a Family Office is fairly new, but greatly needed. My goal is to ensure my family group has all the tools necessary to ensure continuity of the family business, while preserving good family relationships; hence, my decision to further educate myself in the best governance practices and latest wealth-planning trends.

After taking Wharton's *Private Wealth Management* course, I felt more apt to ask the right questions to our financial advisors and request more information in order to understand thoroughly the risks and implications of each investment, and therefore make better decisions. The Total Balance Sheet approach has definitely been the most helpful highlight of this course for me.

Wharton's *Family Governance* program put a new spin on many issues we had been facing as a family, presented solutions to most of them, and set us on the right course of action.

Aside from the useful concepts and real-life examples provided in the course, the possibility of meeting people from all over the region who are facing similar issues is fantastic! The networking itself pays for the course. I would definitely recommend these Wharton programs to members of family groups and wealth managers like myself.”



Rafael Escalante

Director of Batis Corporation Family Office Services, Mexico City.

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It's difficult to get adequate executive education programs related to family office issues, and it's even more difficult to find one that addresses the particular challenges of governance in Latin American family offices. Wharton's *Family Governance LATAM* program delivered – it was great in terms of faculty, and I especially benefited from a full-day devoted to communication skills, where we explored the differences in communication styles and emotional intelligence. I strongly

recommend that module – it was very well executed. Wharton’s partner in this program is the Family Business and Office School in Miami – which did a great job of putting a Latin American perspective into Wharton’s family governance program.”

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