GETTING THE MOST OUT OF YOUR FAMILY BUSINESS COUNCIL

Ricky Mercado

Ricardo “Ricky” H. Mercado was involved in his own family business for 27 years before becoming the Founder and past Director of the Family Business Development Center of the John Gokongwei School of Management of the Ateneo de Manila University in the Philippines. He has been teaching Family Business Management in Ateneo de Manila University for over 15 years where he earned a Bachelor’s degree in Economics and Masters in Business Administration. Recently, he has been teaching at San Francisco State University in Family Business Management. Ricky has been a family business consultant for 15 years and has written several articles on family business.

The Family Council is the organizational and strategic planning arm of a family, where all members meet to decide values, policies and directions for the future. The Council is the vehicle to address and explore family concerns that influence the business and the family. It also defines, clarifies, and expresses the family’s deepest values, meaning, mission and legacy. Finally, it can be a communication tool to help families address issues that cross the business-family line.

Join us for the next program as Ricky Mercado will share his years of experience in helping families establish, create and implement successful family councils. Ricky will discuss how to effectively manage family, business and owner relationships, which require special awareness, careful communication (through family council) and extreme effort on the part of family members. Family dynamics will be discussed in relation to the family business.

Participants will learn:
- About family governance and why it is critical for long term success
- About the different components of a successful governance system
- How councils can be an important tool in family business governance
- How to create and setup a family council
- How other family firms are using their councils

Family Business Program

Friday, May 21, 2010

8:00 – 8:30 a.m. Registration/Breakfast
8:30 – 11:30 a.m. Hyatt Vineyard Creek
170 Railroad Street
Santa Rosa, CA 95401

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