

SID Masterclass for Directors (MCD) Programme

Value Creation for Owners and Directors in Family Firms

Organised by:	Singapore Institute of Directors
Date:	Thursday, 22 June 2017
Venue:	Marina Mandarin Singapore 6 Raffles Boulevard, Marina Square, Singapore 039594
Time:	9.00 am to 1.00 pm
CPD Hours:	4 hours
SID Member:	S\$ 450.00 (Inclusive of GST)
Non-SID Member:	S\$ 650.00 (Inclusive of GST)

Course Description

Family-owned firms represent 80 to 90% of firms worldwide and are important drivers of national economies and job creation. Many of these family firms are undergoing seismic shift as they branch out from traditional tried-and-tested business territory into new industries in search for new opportunities in value creation.

This session conducted by **Professor Ludo Van der Heyden**, founding Director of INSEAD's Corporate Governance Initiative and co-Director of the International Directors Program and the Value Creation for Owners and Directors, will highlight some of the main challenges faced by family firms in their endeavours to attain high-performance governance structures aimed at value creation. It will also present different governance structures of family-owned firms, with focus on one consisting of three bodies: the executive management, the board of directors and the leading shareholders. Value creation can result from alignment of these three bodies around a common vision and project. Pitfalls with such a structure will be illustrated during the session, with remedies on how they can be avoided.

Course Objectives

1. Provide an overview of the different governance structures applied by various renowned family firms.
2. Discuss the challenges and tensions faced by family firms in maintaining high-performance governance aimed at value creation.
3. Examine the merits of the three-body governance structure as a means to scale for high performance governance and having the agility to achieve desired value creation objectives.
4. Identify the potential pitfalls that may arise with such a structure and the measures that can be introduced to prevent their occurrence.

About the Speaker

Professor Ludo Van der Heyden

Ludo Van der Heyden is the founding Director of *INSEAD's Corporate Governance Initiative* and is co-Director of the *International Directors Program* and the *Value Creation for Owners and Directors*. He lectures as well on leadership, team dynamics and business model innovation.

Ludo was the first holder of the *Wendel Chair in the Large Family Firm* and of the *Solvay Chair in Technological Innovation*, directed the *Advanced Management Program*, the *INSEAD Zentrum Leipzig*, also was INSEAD Dean (1990-95). He earned several *Outstanding MBA Core Teacher Awards*, as well as an *Outstanding Service Award in Executive Education*.

Before joining INSEAD, Ludo was on the faculty of Yale University (1980-1988) and of Harvard University (1978-80). He holds an Engineering Degree in Applied Mathematics from the Université Catholique de Louvain and a Ph.D. Degree from Yale University.

He has published in many journals. His latest publication is *Fair Governance: Setting a tone of Fairness at the Top*, published in the *Journal Business Compliance*.

He is a member of the Advisory Board of Bencis Capital Partners, and of the supervisory boards of two start-ups, *Celpax* and *Seisquare*.

Registration

Please register online at www.sid.org.sg by **15 June 2017**.

Should you require assistance, contact us at:

The Secretariat
Tel: 6422 1188
Fax: 6422 1199

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A participant is successfully enrolled for the course/event once an invoice is generated.

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NO-SHOW

There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT OR DEFERMENT

Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

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CPD HOURS

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

CAR PARK COUPONS

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

PAYMENT POLICY AND OPTIONS

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

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Attention to: Finance Department
3. Telegraphic Transfer
Bank Name: DBS Bank Limited
Branch: Raffles Place Branch
Bank Code: 7171
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Swift Code: dbsssgsg
Reference: Please quote invoice number
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