



STEP PROJECT
GLOBAL CONSORTIUM
FOR FAMILY ENTERPRISING

GLOBAL FAMILY BUSINESS SUMMIT

AMALFI COAST, ITALY

PROGRAM

SPGC NEXT/NOW GEN ACADEMY

THE PATHWAY TO GOOD

Sustaining Family Business
Legacy for Wellbeing



The **Next/Now_Gen Academy** is a unique platform where the future of family business leadership is not just discussed but actively shaped.

- **Understanding Your Legacy:** The Academy provides an exclusive space to delve into the rich legacy of family businesses, understand its complexities, and discover how you can contribute and shape its future.
- **Innovative Learning:** Through experiential workshops, peer-to-peer learning, and classes led by world-renowned experts, you'll gain fresh insights into modern business strategies and learn how to apply them to your family business context.
- **Networking and Relationships:** Connect with peers from diverse family businesses worldwide. These relationships can transform into lifelong professional networks, offering support and opportunities for collaboration.
- **Shaping the Future:** This is your chance to contribute your voice and perspective to the evolving narrative of family businesses. Your participation helps define what the future of family business looks like.
- **Certified Learning:** Receive a prestigious certificate from SPGC and partner universities, validating your participation and learning.

LOCATION & OVERVIEW

- **May 14, 2024** *Complesso San Michele*, a hub in the historic centre of Salerno. Enjoy an immersion in the world of culture, ars, learning and innovation.
- **Evening of May 14, 2024** Networking dinner at *Embarcadero Terrace*.
- **May 15, 2024** *Lloyd's Baia Hotel*, the main location for the Summit. Engage in dedicated classes, activities, workshops, and peer-to-peer learning.
from 9:00 AM to 2:00 PM.
- **May 15, 2024** Company visit for and on-site exploration of a successful family business *from 2:00 PM to 5 PM.*
- **May 15, 2024** *Museo Diocesano San Matteo*, Certification ceremony in the hearth of Salerno historic centre.

BENEFITS AND VALUE

- A transformative two-day full-immersion experience with other family business owners.
- Exclusive access to high-quality workshops, classes, and unique dining experiences.
- Opportunity to participate in the Summit's workshops, panels, social events, and Gala dinner (May 15 evening to May 17).

EVENT PROGRAM 14 / 15 MAY

**Tuesday 14 MAY at Complesso San Michele Via Bastioni, 14/16 Salerno****Morning session: self-reflection and communication****Welcome remarks and introduction**

🕒 9.00 - 9.15 A.M.

Andrea Calabrò - *IPAG Business School*, Rosalia Santulli - *University of Genoa*

- Introduction to the Academy
- Objectives of the program

Interactive session Who are you in your family business? Who do you want to be?

🕒 9.15 - 11.00 A.M.

Andrea Calabrò - *IPAG Business School*, Valerio Boni - *Virvelle*

- Personal storytelling: Share your current role and experiences within your family business
- Your communication style: The Kolb test
- Define your identity and your business vision
- Interactive activity to visualize your vision: The tower of straws

Interactive Coffee Break 🕒 11.00 - 11.15 A.M.

Workshop Empowering family legacies: navigating shareholder dynamic in family business?

🕒 11.15 A.M. - 12.30 P.M.

Rodrigo Basco - *American University of Sharjah*

- Exploring the various shareholder types and their influence on family businesses.
- Discovering the nuances of ownership, responsibilities, and rights, and learn how thoughtful ownership can shape the future of your family's legacy.
- Participating in dynamic discussions and acquire insights to enrich your family business with a cohesive, forward-thinking approach

Lunch Break: Networking Opportunity 🕒 12.30 - 1.30 P.M.

Afternoon Session: Legacy and Experiential Learning**Interactive session Legacy understanding in family business**

🕒 1.30 - 2.15 P.M.

Andrea Calabrò - *IPAG Business School*, Rosalia Santulli - *University of Genoa*

- Legacy types and components
- Identifying the pillars of your family business's legacy

EVENT PROGRAM 14 / 15 MAY



Workshop Developing next-generation leaders - preserving the family legacy and fostering transgenerational entrepreneurship

🕒 2.15 - 3.00 P.M.

Creagh **Sudding** - *KPMG Private Enterprise*

- Working with KPMG Private Enterprise's Sages Family Business story
- Moving from the legacy to the future of the next generation and understanding how to set them up for success
- Discussing if a role in the family business is an opportunity or a treat (obligation)
- Highlighting that succession is a process, not an event

Experiential workshop Finding your role in the family business

🕒 3.00 - 4.30 P.M.

Valerio **Boni** - *Virvelle*

- City orienteering in the historic center of Salerno

Closing reflections and day 1 wrap-up

🕒 4.30 - 5.00 P.M.

Andrea **Calabrò** - *IPAG Business School*

- Sharing experiences from the day
- Preparing for Day 2: Setting personal goals

Evening Session: Networking Opportunity at Dinner

- 📍 **Embarcadero Terrace, Lungomare Trieste, 164 Salerno**
- Aperitive
- 🕒 8.00 - 11.30 P.M.
- Networking Dinner

Wednesday 15 MAY Lloyd's Baia Hotel Via De Marinis 2 Vietri sul Mare

Morning session: workshops and peer-to-peer learning

Workshop Trust in family business: build it, grow it, repair it

🕒 9.00 - 10.30 A.M.

Jim **Davis** - *Utah State University*

- Exploring the benefits of trust and the significant costs of its absence
- Discussing proven techniques for building trust and strategies for restoring it when it is weak or broken

Interactive Coffee Break 🕒 10.30 - 11.00 A.M.

EVENT PROGRAM 14 / 15 MAY



Technology and innovation in family business management

🕒 11.00 A.M. - 12.15 P.M.

Enrico Viora and Sofia Vollmer - *Trusted Family*

- Interactive workshop
- Balancing tradition with technology
- Case studies on successful innovation tools in family businesses

Final reflections

🕒 12.15 - 1.00 P.M.

Andrea Calabrò - *IPAG Business School*

- Concluding Remarks

Lunch Break: Networking Opportunity 🕒 1.00 - 2.00 P.M.

Afternoon Session: Company Visit and Practical Insights

Company Visit

🕒 2.00 - 5.00 P.M. 📍 *Offsite*

- On-site exploration of a successful family business
- Q&A with business leaders: Gaining practical insights into operations, sustainability, and culture

Evening Session: Closing Ceremony

📍 *Museo Diocesano San Matteo, Largo Plebiscito, 12 Salerno*

🕒 7.30 - 11.30 P.M.

Closing Ceremony and Certificate Distribution

Reflection on learnings and experiences

- Certification ceremony
- Farewell address and next steps for the Next/Now Gen community

FEES OPTIONS

Next/Now_Gen Academy Only: €1,000.

Next/Now_Gen Academy + Summit: €1,300

Join the SPGC Next Gen Academy to carve your niche in the family business legacy, fostering relationships that support your journey to becoming the leaders of tomorrow.

Empower Your Legacy, Shape Tomorrow: Next/Now_Gen Academy