

# FAMILY BUSINESS LEADERSHIP CERTIFICATE

## Program Description

Family businesses represent the dominant form of business ownership worldwide. Leadership in family organizations requires a dynamic mix of courage, candor, and emotional maturity to navigate the often complex relationships that exist among family members, business, and ownership.

In this certificate program, you will explore the particular challenges that family-owned businesses face and gain strategies to help you navigate these challenges effectively. You'll have the opportunity to analyze how family, business, and ownership overlap to identify where confusion or tension may arise among them. You will also address emotional and habitual patterns that govern familial and business relationships and discover how to encourage a shared sense of belonging that can sustain both the family and the business across generations. By the end of this program, you will have new tools and strategies to help lead a thriving family business.

For the best experience in this program it is recommended to take these courses in the order that they appear.

This certificate includes a year of free access to Symposium! These events feature live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore today's most pressing leadership topics. Throughout the year, you may participate in as many sessions as you wish. Attending a Symposium is not required to successfully complete the certificate program.

## Key Takeaways

- Discover the fundamentals of family business leadership and the tools used to assess the state of a family-owned enterprise
- Examine emotional dynamics in typical family settings and identify how to make more mature decisions when someone approaches you with a problem
- Explore personal, family, and enterprise values to build a shared sense of belonging that can sustain both the family and the business across generations
- Acquire strategies to encourage effective interaction between family governance systems and business governance systems

## What You'll Earn

- Family Business Leadership Certificate from Cornell University's SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Family members employed in running a family-owned business
- Non-family employees involved in running a family business (key leaders, management)
- Individuals interested in broad-based family business dynamics
- Consultants
- Lawyers
- Accountants

## Total Investment

- 2 months with 3-5 hours of study per week

## How To Enroll

For more information on how to enroll, please visit Family Business Leadership Certificate (<https://ecornell.cornell.edu/certificates/leadership-and-strategic-management/family-business-leadership/>).

## Courses

Code	Title	Hours
eCornell JCB521	Family Business Leadership Fundamentals	0
eCornell JCB522	Managing Family Relationships	0
eCornell JCB523	Stewarding Family Wealth and Values	0
eCornell JCB524	Implementing Family Governance Systems	0