

The Next Gen Club

For family business heirs

Next Gen 2016



Welcome to the Next Gen Club



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12%

It's great to work for a family business, and even better to own one. But there can be tough times too, and the personal and the professional can sometimes collide. That's when you need someone by your side who's seen it before, and has experience and expertise to share.

Having worked with thousands of family firms across the world we've learned a lot about what makes them successful. And on the flipside, we've also seen and heard from you where the potential problems are.

From our Next Generation Survey, we learnt that only 12% of family firms make it to a third generation, and it's usually caused by family issues rather than business issues. And while 77% of the Next Gens we surveyed are looking forward

to running the business one day, as many as 60% of the transitions between generations fail, and one of the biggest reasons for this is lack of communication.¹

That's why we're bringing together the next generation of family business leaders across the world in a network designed for you, and by you. As you take on the management and ownership of some of the most exciting, dynamic and important companies in these markets, the Next Generation Club will be there with advice and support from others who've been through it, and are going through it.

We look forward to welcoming you to the Club.

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77%

Michael Goenawan
Partner

1. Data from the PwC Next Generation Survey 2014. Bridging the Gap: Handing over the family business to the next generation. www.pwc.com/gx/en/pwc-family-business-survey/next-gen/assets/nextgen-survey.pdf

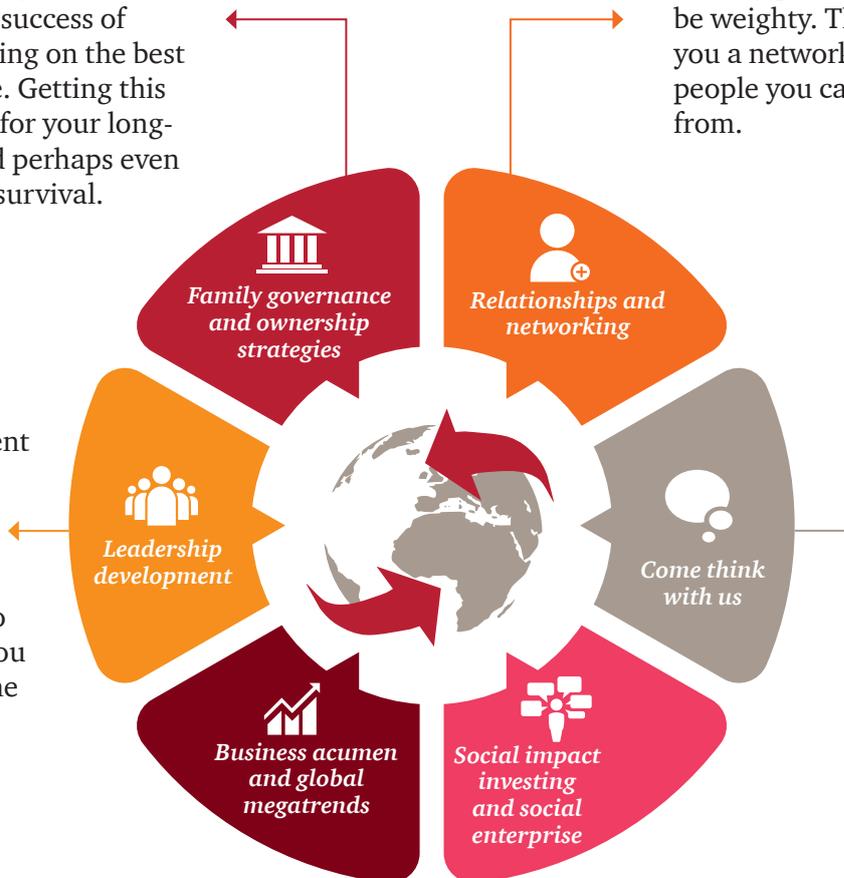
What you can expect

Over the course of the year we will invite you to a series of events and activities tailored for you and your interests. These will fall under the following areas and evolve based on your input, feedback and what you want to see from us

We can help you identify the issues you may need to manage inside the business, whether that's establishing a robust governance structure, making a success of succession, or deciding on the best ownership structure. Getting this right will be crucial for your long-term prosperity, and perhaps even for your company's survival.

Running a family firm can be lonely, and the pressure to succeed and sustain a business built by previous generations can be weighty. The Club will give you a network you can trust, and people you can relate to and learn from.

There'll be opportunities for personal development in a constructive environment where everyone's in the same boat, and opportunities to enhance the skills you have, and acquire the ones you don't.



80% of the Next Gens we surveyed have big ideas for change. What's your big idea, and how can we help you make it a reality?

We want to help you meet the challenges of running a successful family firm. The Club will give you the chance to learn more about the huge trends transforming the economic landscape – from demographic change to the digital revolution.

Many family businesses have a proud tradition of investing in the community and nearly half have a family foundation. Where are you passionate about making a difference? How can we help you get actively involved?



It's a programme of exclusive and exciting events. From one-to-one conversations, to personal and leadership development, insights and tailored projects. Giving you the opportunity to learn and to participate. Great experiences, solid support, and trustworthy advice.

“ *It's a challenge having to fly on your own without a safety net, spreading your wings and keeping the family reputation going, making the correct decisions, and maintaining the growth of the business.”*

“ *I see myself as a protector of what my parents achieved in the past, and a visionary for what we're trying to do in the future.”*

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