

The John L. Ward Center
for Family Enterprises

Take your
family enterprise
to the next level

Northwestern | Kellogg



Welcome to the Ward Center

Business families have their own way of running things — instilled with their own unique values, history and a legacy refined over generations. At the Ward Center, we have amassed a world-class, comprehensive and cross-discipline approach that can guide your business into the future.

Named for esteemed professor John L. Ward, the center is built on the legacy of the Kellogg School of Management and Northwestern University as leaders in ongoing family enterprise education and research. Our mission is to provide business-owning families with new ways of thinking about the management and leadership of their enterprises.

Unique problems and situations require proven yet contemporary solutions. We are the only academic center that provides such a wealth of research-based practical learning and support for those in family business. Specifically, we offer:

- > **Customized educational opportunities**
- > **Robust and diverse networking opportunities**
- > **Industry-leading research and thought leadership**



Learning opportunities regardless of your educational goals

Whether you're seeking an advanced business degree or want continuing education to augment your personal experience, we have courses and curriculum that can help.

MBA curriculum and programming specifically designed for students who are part of a family business, including mentoring by family business executives.

Family Enterprise suite of Executive Education programs that are guided by family business leaders, seasoned advisors and experts.

Customized educational programs from Kellogg Leaders that are designed to serve your business' specific needs and help you reach all of your goals.

Courses that cover family business strategy, including wealth management, governance, succession planning, entrepreneurship, family offices, family business culture and more.

ROBUST AND DIVERSE NETWORKING OPPORTUNITIES

Global connections to serve every stage of your journey

With a wealth of experienced family business alumni and staff, we are uniquely positioned to share curated networking opportunities that other organizations simply cannot. Our programs connect you to those business leaders that can share firsthand what problems they've faced and what solutions have worked.

In addition to our suite of executive education programs, you'll also find connections in our many global summits, peer groups and experiential learning opportunities.

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“Re:connect is the best family business event I’ve attended. The summit’s generational diversity and high engagement rate has led to genuine connections that my family anticipates having for years to come.”

ANDREA CRANE
ADVISOR & SPECIAL PROJECTS,
CRANE CONSUMABLES

INDUSTRY-LEADING RESEARCH AND THOUGHT LEADERSHIP

Ongoing research that fuels success and leads industries

Groundbreaking research and thought leadership are key to understanding the unique challenges and changes that face family businesses over time. Our world-renowned faculty will provide you with actionable and research-based solutions, and insights you won't find anywhere else.





Help your family enterprise thrive

Get in touch with us today so we can talk about how we can support you in your journey through family enterprise.

Connect now at:

kell.gg/family-business

familyenterprises@kellogg.northwestern.edu

linkedin.com/company/cfekellogg

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