



Dedicated to the Continuity of Family Businesses **I F E B**



Institute of Family and Entrepreneurial Business

School of Business
Byblos Campus

Building Family Business Intelligence

The Institute of Family and Entrepreneurial Business (IFEB) in the School of Business, at the Lebanese American University would like to announce its program on “**Building Family Business Intelligence**”. The program is led by: **Dr. David Pistrui** from the US. It will be held on Friday, **March 19**, and Saturday **March 20, 2010** from 9:00 a.m till 4:00 p.m.. in the Selina Korban Auditorium, Byblos campus. Attendees will receive certificates of attendance at the end of the program.

Program Overview

Today we are experiencing an information and technology revolution that is dramatically changing how we communicate, interact and build profitable businesses and strong families. This “innovation eco-system of people, technology and information is being used in new ways to build intimate new marketplaces, communities and human interactions that are changing how we make buying decisions and communicate with family members.

The innovation eco-system is a dynamic platform of people, technology and information communities. In many instances the access to new and better information transforms a market and shifts the balance of bargaining power between marketers and their customers. The personal computer, internet, mobile and digital platforms are creating both problems and opportunities for family businesses.

There is the need to better understand and leverage the changing dynamics in family businesses between people, technology and information. This two day interactive workshop will employ new tools,

techniques and frameworks to help create sustain and leverage family business intelligence for growth, continuity and success. Program participants will leave with practical knowledge and skill set that can be employed in the organization to drive business performance and create a sustainable innovation culture.

Objectives and Outcomes

1 - Learning how to employ the concepts and attributes of the entrepreneurial and innovation mindsets that form the foundation and starting point for understanding, building and leveraging effective family business intelligence.

2 - Developing and learning how to build and implement design-thinking strategies, frameworks and approaches to better understand, manage and exploit the complex interrelationships between people, technology and information.

3 - Creating an inventory, review and assessment of how your family businesses currently uses its human capital, technological infrastructure and information knowledge as part of its business strategy and family business governance processes.

4 - Building a Family Business Intelligence Action Plan project outline by utilizing design-thinking tools, techniques and frameworks producing a takeaway document that you can utilize in your family business to create new value innovation between people, technology and information.

5 - Leveraging this knowledge to develop, implement and assess your own Family Business Relationship Intelligence Action Plan to improve communication, the use of assets and the utilization of information as part of your business strategy and governance processes.

Who Should Attend

This program is designed for business people, organizational leaders, professional service providers, educators and government officials who want to enhance their knowledge and ability to leverage human capital, technology and information in a rapidly changing world. Participants include

- Leaders and managers of family and closely held businesses
- Executives and managers of family offices
- Executives of global corporations
- Founders of entrepreneurial organizations

- Partners of professional service organizations
- Executives and management of government ministries
- Executives of foundations and nonprofit organizations
- Professors and educators

What Others Say

“David Pistrui is a passionate, dynamic speaker whose materials reflect the rigor with which his ideas have been subjected to. Good stuff that has real practical application.” Mr. Tom Young, PF Human Interaction, Dubai, UAE

Schedule

Sessions are scheduled daily from 9:00 a.m to 4:00 p.m, with short coffee breaks and a one-hour lunch break between lectures.

Program

DAY 1

Friday, March 19, 2010

8:45 Registration

9:00- 10:45 Session 1- Mindsets Matter

Opening Remarks

-Dr. Josiane Fahed-Sreih

Director- Institute of Family and Entrepreneurial Business-LAU

-Dr. David Pistrui

Industry Professor of Business- Illinois Institute of Technology (IIT) Chicago, USA.

-Mindsets Matter – Leaderships Styles to Build Family Business Intelligence

-Mini Case Action Example 1 – Chicago Rolled Metal and Dr. George Wendt (DVD)

10:45 – 11:00 Coffee Break

11:00 –1:00

-Group Discussion and Reflections of Mini Case 1

-Design Thinking: Becoming a Family Business Anthropologist

- Mini Case Action Example 2 - IDEO The Deep Dive
- Group Discussion and Reflections of Mini Case 2

1:00-2:00 Lunch Break

2:00- 3:30

- Group Rapid Prototyping Exercise – People, Technology and Information

3:30 – 3:45 Coffee Break

3:45- 4:00

- Inventory, Review and Assessment of Your Family Business Intelligence

End of Day 1

DAY 2

Saturday, March 20, 2010

8:45 Registration

9:00- 10:45 Session 1- Mindsets Matter

- Individual Presentations - Visual Prototyping, Audit Mapping and Value Webs

10:45 – 11:00 Coffee Break

11:00 –1:00

- Building a Family Business Intelligence Action Plan
- Exercise – Creating a Family Business Intelligence Action Plan Outline

1:00-2:00 Lunch Break

2:00- 3:30

- Individual Participant Mentoring Meeting and One-On-One Wrap Up

3:30 – 3:45 Coffee Break

3:45- 4:00

- Individual Participant Mentoring Meeting and One-On-One Wrap Up

End of Day 2

Faculty

Dr. David Pistrui



David Pistrui, Ph.D., holds the Coleman Foundation Chair in Entrepreneurship, and is Industry Professor of Business at the Illinois Institute of Technology (IIT), Chicago, Illinois USA. He has held a number of scholarly appointments in the US and Europe including service as the founding Managing Director of the Wharton Enterprising Families Initiative, in the Wharton School, at the University of Pennsylvania. In addition, Dr. Pistrui held the Raymond Chair in Family Business, and served as the founding Director of the Center for Family Business and Entrepreneurial Leadership at Alfred University (Alfred, NY).

Dr. Pistrui is an active researcher focusing on the growth and societal impact of entrepreneurship, family business and enterprise development. He is the co-author of groundbreaking work including, *Growth Intentions and Expansion Plans of New Entrepreneurs in the Former Soviet Bloc*, (Ashgate, 1997), *Family and cultural forces shaping entrepreneurship and SME development in China*, (Elgar, 2006), *New Venture Financing: An Empirical Investigation of Chinese Entrepreneurs*, (Cambridge, 2009), and *Family and Cultural Factors Impacting Entrepreneurship in War Time Lebanon*, (Interscience, 2010).

Dr. Pistrui is serving as a Special Issue Guest Editor of the *International Journal of Entrepreneurship and Innovation Management*, and serves on the editorial boards of *Journal of Developmental Entrepreneurship*, and the *Journal of Engineering Entrepreneurship*.

Dr. Pistrui currently serves on the Kern Family Foundation Entrepreneurship Education Network Advisory Board. In 2009 he was appointed as a Senior Fellow at the Austrian Economics Center in Vienna. He is also an Honorary Board member of the American Southeast Europe Chamber of Commerce. Dr. Pistrui served on the Board of Directors, Executive Committee, and was Vice President, of the Family Firm Institute (Boston, MA, 1998-2001). He served as Program Chair, for the Family Firm Institute 2000 Annual Conference (Washington, DC).

With over 25 years of business experience, Dr. Pistrui also serves as the Managing Director of Acumen Dynamics, LLC, a strategy based education, training and research firm that focuses on practical knowledge and skills that help organizations align vision and strategy with execution and performance. Dr. Pistrui appears frequently on TV and radio programs. He often provides commentary to business publications and the popular press having appeared in Crains' Chicago Business, Family Business, MEED, CNN, INC. Magazine, Entrepreneur, Los Angeles Business Journal, Chicago Tribune, Bahrain Tribune, Alwasat, Gulf Business, Gulf News, Khaleej Times, Profil, Format, Der Standard, Die Presse and Wirtschaft Blatt.

Dr. Pistrui holds a Ph.D. in Business Administration (Cum Laude) in Entrepreneurship, Strategy, and Management from Universitat Autònoma de Barcelona, (Spain), and a Ph.D., in Sociology from the University of Bucharest, (Romania). He earned a Master of Arts in Liberal Studies degree from DePaul University, (Chicago, IL), and a Bachelor of Business Administration in Marketing and Economics from Western Michigan University.

Cost and Payment

The cost per participant will be: **\$650 U.S. Dollars**

The cost for members is \$550 U.S. Dollars

Each amount covers seminar reading material, tuition, stationery, lunches and coffee breaks.

To enroll in the program, participants are asked to complete the enclosed **Registration Form** and return it to the Institute, **as soon as possible**, by fax or by e-mail.

Kindly enclose the course fee with your application, payable by:

1. Check to the order of the "Lebanese American University - IFEB"

2. Bank transfer to Byblos Bank - Byblos Branch, (USD) Account number:

30.02.252.373689.0

Ref: Lebanese American University - IFEB

3. Bank transfer to Audi Bank - New York Branch, Account number:

613976-422-01-002

Ref: Lebanese American University - IFEB

4. Credit card facilities are available at the Business Offices.

Please make sure that the reference "IFEB" is mentioned on all kinds of payment modes.

Applications are accepted subject to place availability.

Accommodation

Hotel Accommodation is available for the participants and their spouses for the duration of the seminar at discounted rates including breakfast. Contact directly the Royal Hotel, Dbaye at <http://www.leroyalbeirut.com>; or the Century Park Hotel, Kaslik for reservation at <http://www.centurypark-hotel.com>; and mention LAU-IFEB program for discounted rates.

Certificates of attendance

Each participant will receive a certificate of attendance.

Venue

The Lebanese American University, will host the event on the Byblos Campus, in the Selina Korban Auditorium.

Potential Program Participants

This program is designed for business people, organizational leaders, professional service providers, educators and government officials who want to enhance their knowledge and ability to leverage human capital, technology and information in a rapidly changing world. Participants include

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The Institute Statement of Purpose

The Institute of Family and Entrepreneurial Business is a non-profit academic-based organization developing educational programs that support individuals and families in the growth and continuity of successful family enterprises. It is characterized by integrity in research and commitment to LAU values.

The purpose of the Institute is to enhance the continuity, health and growth of family enterprises by:

- developing and maintaining a center of research and innovation in a field that hasn't received its due attention;
- being a leader in developmental activities in the family business field in Lebanon and the Middle East through generating and disseminating information and data on leading and managing family owned businesses;
- serving family businesses by offering high powered courses in the field;
- allowing family members to interact freely and openly in an intellectually stimulating environment, while at the same time encouraging the education and development of individuals involved in the management and ownership of family owned businesses;
- Improving knowledge of family businesses, facilitating links among professionals serving family businesses and assisting family members solve their problems and maximize the potential of their businesses.

Application and Registration

For more information regarding applications and registration, please contact:

Dr. Josiane Fahed-Sreih

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Director, Institute of Family and Entrepreneurial Business

School of Business

Lebanese American University

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