



Goering Center for Family & Private Business Next Generation Institute

Where Present and Future Generations Unite for Success

Did you know that less than 30% of family businesses survive to the second generation?

It's time to think about your Most Complex, Emotional Business Decisions ever.....

For Owners/leaders (G1):

- When to transition
- Including others in decision making
- Contemplating my post-leadership identity

For Successors (G2):

- Assessing my true readiness
- Gaining co-worker and family acceptance
- Enhancing my leadership skills

For Both:

- Navigating complex valuation, legal, financial and personal assessment issues.

The Next Generation Institute (NGI) is an eight-part program to prepare both generations for - and to help you jointly begin - the path to new leadership. Join the hundreds of family business executives we have helped on their journeys over the past decade.

Where current and future leaders jointly learn....

- How to create a mutual vision for your family business
- The eight steps to a seamless transition to new leadership and/or ownership
- How a network of advisors, and peers in other family firms, can be essential
- How an outside board of directors or advisors can be invaluable
- Methods to value your business and to finance the ownership transaction

- How to optimize the legal and tax issues that affect a transition
- Strategies and techniques to communicate and build trust with family, employees, and customers
- Emotional and psychological aspects of the experience and how to prepare for them

“The preparation we received at NGI alerted us early to issues we would face and provided solutions that helped make our succession planning more effective.”

Mike LaRosa, CEO - LaRosa's, Inc.

NGI Program Components

- Eight monthly, half-day sessions at the UC College of Business
- Interactive presentations with area experts on the keys to accomplish each of the 8 Steps.
- Roundtable discussions with your peers.
- Multiple members of each generation may enroll. **(A minimum of one G1 and one G2 is required.)**

“What we learned through NGI was critical to our successful transition to the fourth generation.”

Bob Graeter, V.P., Graeter's, Inc.



8 Steps to a Successful Transition

Session:

- 11/10/09 Foundation of a Successful Transition
- 12/08/09 Forming the Team
- 1/12/10 Goals, Expectations and Contingency Planning
- 2/09/10 Strategic Planning and Management
- 3/09/10 Valuation and Financing Options
- 4/13/10 Optimizing Legal and Tax Structures
- 5/11/10 Communicating the Plan to All Constituents
- 6/08/10 Developing a Plan of Action

Faculty

Institute sessions are conducted by business experts in the various aspects of succession planning, along with University of Cincinnati College of Business faculty.

Guest Speakers

Many sessions include guest speakers from Tri-State family businesses that have successfully completed the generational transition.

Next Generation Facilitators

Participants are divided into roundtables assisted by a facilitator to help each participant make the program content especially relevant to their family business.

Next Generation Institute Program Tuition

For one G1 and one G2 tuition is \$5000.
Tuition for additional participants is \$2,000 each.

Similar programs may cost as much as \$20,000. But thanks to a generous gift from John and Gloria Goering, we are able to offer this program to you at a greatly reduced cost. Tuition includes course materials, continental breakfast and lunch, speakers, and classroom facilities. Current Goering Center members receive a 10% discount. A 50% deposit is required with registration.



The Goering Center is located in Carl H. Lindner Hall at the University of Cincinnati.

- Please enroll our company.
My 50% deposit is enclosed.
(Please make checks payable to the Goering Center.)
- I am interested; please contact me.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-Mail: _____

Please mail registration and check to:
Goering Center for Family and Private Business
University of Cincinnati
P.O. Box 210228
Cincinnati, Ohio 45221-0228
P: 513.556.7185 F: 513.556.7090
E-mail: Goering@uc.edu
www.Goering.uc.edu

How did you hear about NGI? _____

For new members, enrollment includes one year membership in the Goering Center.

NGI Referral:

The following firm is an excellent candidate for the Next Generation Institute:

Name: _____

Company: _____

Phone: _____

E-Mail: _____