



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

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EDUCATION
2025 RANKING

Family Business Leadership and Management

Strengthening next-gen leadership for enduring success



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PROGRAM OVERVIEW

A course outline for "Leaving a Legacy for Family Business" involves structuring content that focuses on the ways a family business can be preserved, sustained, and successfully passed on to future generations.

This course is designed to equip family business owners with the knowledge and tools necessary to build a lasting legacy, ensuring the business flourishes across generations while maintaining family values and cohesion.

PROGRAM OBJECTIVES

For next generation Family Business Leaders to learn how create strategies in continuing the legacy of their Founders and Senior Generation Leaders.

PROGRAM FEE

PHP 75,000 or approximately **USD 1,350***

**Final USD amount may vary based on the exchange rate at the time of payment.*

Interested in early bird or group discounts?

We'd be happy to discuss flexible payment terms with you—just let us know!



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



WHAT WILL YOU LEARN

- Core Family Values
- Aligning Business Goals with Family Legacy
- Establishing a Family Council
- Creating a Family Constitution
- Roles and Responsibilities in Family Governance
- Importance of Early Succession Planning
- Selecting and Preparing the Next Generation
- Strategies for Training and Developing Heirs
- Ensuring Long-term Financial Health
- Understanding Tax Implications
- Wealth Preservation and Growth Strategies
- Building Effective Communication Channels
- Managing Business and Family Conflicts
- Mediation and Conflict Resolution Techniques
- Incorporating Corporate Social Responsibility (CSR)
- Engaging in Community and Philanthropic Activities
- Enhancing Brand Reputation and Legacy
- Analyzing Successful Family Business Legacies
- Lessons Learned from Failures
- Industry-Specific Examples
- Staying Relevant in Changing Markets
- Innovating While Respecting Tradition
- Embracing Digital Transformation
- Creating a Personal and Business Legacy Statement
- Crafting Specific Goals and Milestones
- Continuous Review and Adaptation of Legacy Plans



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LEARNING CONTENT

Day 1 Introduction to Family Business Legacy	Day 2 Values and Vision	Day 3 Governance Structures	Day 4 Succession Planning	Day 5 Financial Planning and Wealth Management
Day 6 Communication and Conflict Resolution	Day 7 Legacy Through Social Responsibility	Day 8 Case Studies and Best Practices	Day 9 Adapting to Change	Day 10 Action Plan for Legacy Building
Day 11 Conclusion and Next Steps	Day 12 Network with Family Business			

WHO SHOULD ATTEND

The program is intended for founders, family business owners, next generation leaders, and professionals employed by a family business

YOUR PROGRAM FACULTY



Enrique Pablo O. Caeg

Clinical Professor

Academic Program Director, Master in Entrepreneurship

Asian Institute of Management



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants **two (2)** units which can be credited to Postgraduate Certificate in General Management.

*Postgraduate Certificates require five (5) units earned within two (2) years.

*The Postgraduate Diploma requires a total of twenty (20) units earned within three (3) years

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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