

FAMILY BUSINESS ENTREPRENEURSHIP MASTERCLASS WITH LIVE CASES

Maintain your entrepreneurial edge through a world-class, intensive, three-day learning experience



Join a fast-paced business simulation including role-plays with real people, group learning, interactive technology, peer-to-peer exchanges, feedback and teaching

Faculty:

Adrian Johnson and Antoine Duvauchelle
Adjunct Professors, Entrepreneurship and Family Enterprise
INSEAD Business School

“In Loedstar’s intense training, the company seems to have found a global niche.”

The Wall Street Journal Europe


LOEDSTARTM
TOMORROW'S IDEAS. TODAY

KEEPING YOUR ENTREPRENEURIAL ADVANTAGE

Thriving on Change

The environment outside the firm does not make things easier. Today, companies exist in a VUCA world (it is volatile, uncertain, complex and ambiguous). Potential disruptors are changing whole industries.

How do you pre-empt disruption?

Three Days of Concentrated Reality

This three-day programme is a concentrated version of what happens over several months in an innovative spin-off to an established family firm. It is a “flight simulator” and a safe learning environment.

It draws upon the teaching technology and know-how developed especially for top business schools, but adapted for participants coming from family firms.

What makes the programme unique is that participants are faced with a series of challenges and interventions that come in by Email, mobile device or face-to-face from role-actors. These include challenges with suppliers, customers and external stakeholders.

Relevant for *any* Member of a Business-Owning Family

The programme is applicable for any member of a family that owns a family firm, *whether or not* they work in the business, *male or female*.

For *experienced* family executives and owners it is an opportunity to get back into an entrepreneurial mindset, outside the constraints of business-as-usual.

For *less-experienced* or *younger* family members it is the chance to test ideas and make mistakes without real financial consequences.

Most large family firms were founded by a talented, determined individual who had the right idea, at the right time and took action. How do you maintain that entrepreneurial edge today? This programme teaches you how.

It is a “flight simulator” with several months concentrated into three days. Participants face a series of challenges, including face-to-face interventions from role-actors.

LIVE THE

The programme hands the reins of management to competing teams in an intensive, live simulation during which they are faced with tough challenges.

INTERACTIVE VIRTUAL CHARACTERS



Virtual Character

Hi Ahmed,

We need to lower our online customer acquisition costs.

Could you look at our budget allocations again?

Best,
Dina

Participants **engage deeply in the story and learning** through interactions with Virtual Characters that have roles and personalities!



Participant

Hi Dina,
Would be happy to do so.

When should I get back to you?

Best,
Ahmed



By the end of the week should be fine. Thx.

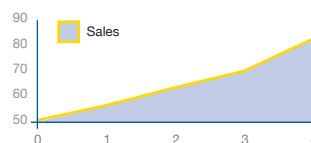
LIVING OUT THE CONSEQUENCES

Variables

Employee Satisfaction



Sales



Participants must regularly make decisions **that impact a set of key performance indicators** such that they get to live out the consequences of those decisions.

It makes for a more realistic, and fun, simulation of real situations and reinforces learning.

The first two days are structured around key aspects of developing a new business such as: customer-centricity, lean execution; engaging stakeholders, international expansion, high-impact sales negotiation and selling the vision.

The third day is focused on participants' own "next steps" through peer-to-peer advice, exchanges with faculty and dialogue with successful entrepreneurs.

AN INTENSIVE 3-DAY NEW BUSINESS SIMULATION

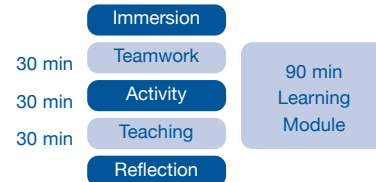
Participants Bringing Different Strengths

Each small team brings together people of different ages, experience and from different family firms. The idea is that each brings different perspectives and strengths, particularly since the programme is based around an entrepreneurial project that will bring unfamiliar challenges to everyone.

Modules Create Variety and Effective Learning

During the first two days there are three modules per day and six role-plays. For a variety of learning approaches, each module "cycle" typically includes: immersion, teamwork, activity, teaching and reflection.

TYPICAL GROUP-LEVEL MODULE



Answering Your Specific Questions and Year-Round Support

The final day of the programme is focused exclusively on the specific, practical questions that participants face or are likely to face in their own ventures or investments.

Sessions include peer-to-peer advice, dialogue with experienced entrepreneurs and coaching from the facilitator.

For one year, the programme is followed up by monthly calls or webinars including teaching sessions, peer-to-peer or Q&A advice and live entrepreneur speakers.

LEARNING

The methodologies used for the Masterclass are rigorous, demanding and fun, providing participants with new business management skills and knowledge.

ROLE-PLAYS WITH REAL PEOPLE

Sales Executive



Role-plays offer the opportunity to apply more **complex learnings in a behavioural setting**. There are six role-plays, one for each course module.

Customer



After each role-play, participants give each other structured feedback

Face-to-face
or video role-plays
with role-actors

WORKING IN A GROUP



The programme is based around teams of three or four people from different families or firms.

Together, **the team acts as the management group** running the new business, including making decisions and responding to challenges.

SIX REASONS TO JOIN THE ENTREPRENEURSHIP MASTERCLASS

- 1. Learning from the Best** Draws from the faculty's experience of creating the interactive platform and teaching the most highly-rated module at INSEAD Business School to MBA students and to senior executives from leading companies
- 2. Experience How to Launch a Start-Up in a Safe Environment** During the 3-day learning journey, you take a new product from idea to market, overcoming hurdles along the way in strategy, finance, marketing, human resources, production and negotiation
- 3. Fast-Paced Realism** It is a "flight simulator" where you learn from near-misses and avoid crashes. You are faced with realistic interventions and challenges in role-plays with real people or in virtual simulations by Email or mobile device
- 4. For Any Member of a Business-Owning Family** The *more-experienced* family executives are taught how to develop an entrepreneurial mindset. The *less-experienced and next generation family* members learn about entrepreneurship in a safe environment
- 5. Real Learning, Results and Follow-Up** The final day is focused on practical questions for your own situation or projects and there is a follow-on programme for one year
- 6. High-Quality Team Interaction** You work in teams of participants who are all from business-owning families, with each individual bringing different strengths. You gain from this peer-to-peer interaction and dialogue, both at group- and class-level

FACULTY



Facilitator: Adrian Johnson Adjunct Professor, Entrepreneurship and Family Enterprise
INSEAD Business School (Abu Dhabi, France, Singapore)

Adrian Johnson will be the main teacher and facilitator for this Masterclass. At INSEAD, Adrian teaches the legendary "Your First Hundred Days". The course is the most popular MBA elective, the capstone of the EMBA and is run in various Executive Education programmes for top managers. Outside teaching, Adrian is a technology and media entrepreneur. He has founded companies in internet telephony, 3-D architectural animation, web-based film footage and online film festival management. Adrian studied Electrical Engineering at Imperial College London and completed an MBA at INSEAD.



Co-Facilitator: Antoine Duvauchelle Adjunct Professor, Entrepreneurship and Family Enterprise
INSEAD Business School (Abu Dhabi, France, Singapore)

Together with Adrian Johnson, Tony Duvauchelle teaches "Your First Hundred Days" at INSEAD, which he co-authored. His business experience has included being Entrepreneur-in-Residence for a leading venture fund and making early-stage investments for part of the Brenninkmeijer Family Office. He holds a BA from the University of Maryland, an MA from John Hopkins University and an MBA from INSEAD.

Tony will join as co-facilitator for Entrepreneurship Masterclasses with larger numbers of participants.

WHAT OTHERS HAVE SAID ABOUT LOEDSTAR

"All of us, having run family businesses, think our problems are unique, yet when we meet together through Loedstar we find that our issues are much more in common and by **dialoguing, problems become opportunities.**"
Mr. Alan Hassenfeld, Chairman of the Executive Committee, Hasbro, Inc., United States

"One of the greatest benefits of the seminars is to be **able to exchange ideas and experiences** with people from all over the world who are in a similar situation. This is of great value."
Ms. Anneli Delmas, Laurin Maritime

"In **this rather unique setting**, participants, including myself and other members of my family who have attended, feel relaxed when sharing their own experiences, whether positive or negative."
Mr. Abdullah Adib AlZamil, Family Member, Zamil Group, Saudi Arabia

**"In Loedstar's intense training,
the company seems to have found a global niche."**
The Wall Street Journal Europe



Reserve your place now on +41 22 548 3450 or info@loedstar.com

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RESERVATION CONFIRMATION

Family Business ENTREPRENEURSHIP MASTERCLASS with Live Cases The Four Seasons Hotel, Riyadh, February 19 – 21, 2018

To reserve your place right away, register on www.loedstar.com or call us on +41 22 548 3450 or Email a scan of this form to info@loedstar.com

Registration

- I/we would like to attend the Family Business **Entrepreneurship Masterclass, including a one-year Entrepreneurship Follow-Up Programme** of monthly calls or webinars including teaching sessions, peer-to-peer or Q&A advice and live entrepreneur speakers.

The Masterclass will be held in the London Suite at the luxurious Four Seasons Hotel in Riyadh's most iconic landmark, the Kingdom Tower.

*Class size for this Masterclass is **limited to around forty participants** and the programme is expected to be over-subscribed.*

*The fee is **\$3,300 per person** including Saudi VAT (when applicable) and membership of the Entrepreneurship Follow-Up Programme for one year. It includes all teaching materials, lunches and refreshments for three days and an informal reception at the end of the second day.*

The fee does not cover flights, transfers, visas, medical insurance, personal expenses or your hotel bill.

Fee Reductions for Family Groups

We offer fee reductions when members of the same family attend as a group.

There will be _____ (write number of people) attending in my family group.

We understand that each person's fee will be reduced by _____ % (write percentage from table below)

Number of people in family or group:	1	2	3	4+
Fee will be reduced for each person by:	0%	10%	15%	20%

Payment

*Due to strong demand and the restricted size of the Masterclass, **payment must be made within seven days** for us to keep holding your place. After that time, the place will need to be released so that we can offer it to another participant.*

I have arranged the payment of _____ US Dollars (please insert amount) to be settled by:

- Credit Card (please tick which one): American Express Mastercard Visa

Loedstar will contact you to obtain card details.

- Bank transfer: Credit Suisse, CH-1211 Geneva 70, Switzerland

Name: Loedstar S.A. Account No.: 331720-12 Swift: CRESCHZZ80A IBAN: CH93 0483 5033 1720 1200 0

(Please include your **name** in the transmission details)

Cancellation Policy

*If you need to cancel, at any time including last minute, you may either arrange for someone else to take your place **or you have a free place on credit for our next Masterclass, Family Business Forum or any equivalent Loedstar seminar, anywhere in the world.** Should we have to cancel the Masterclass for any reason, including events beyond our control, you will receive a 100% refund of any fees already paid by you.*

Hotel Room Reservation (please tick box)

Hotel rooms are between the 30th to 50th floors. They all have superb views and there is direct lobby access to the Kingdom Centre mall.

- Please send details of the special Masterclass rates for rooms at the Four Seasons Riyadh Hotel in the Kingdom Tower:

Arrival date: / / 2018 Departure date: / / 2018 (please insert dates)

- I do *not* need a room reservation and will make my own accommodation arrangements

Contact Details

Family name _____ First name _____ Mr. Mrs. Ms. Other _____

Company (if applicable) _____ Job title (if applicable) _____

City _____ Country _____

Nationality _____ Any dietary preferences (e.g. vegetarian) _____

Mobile Phone _____ Daytime Phone _____

Email _____ Office Contact Name _____

I am joining the Masterclass for educational purposes. I am *not* an advisor and will *not* be promoting products or services.

I agree to the conditions outlined above. Please reserve a place for me immediately.

Signature _____

Name _____ Date _____