

## Family Business

The Unique Advantages and Challenges of Family Businesses

Experience fun, laughs and learning about:

Maximizing the strategic advantages of:

- time horizon
- culture
- employee recruitment
- employee retention
- customer traction

Discover how to turn the challenges of:

- generational differences
- birth order
- individual histories
- family myths
- emotional baggage

into awesome alignment, bonding and more productive relationships

Understand how dynasties like the Rockefellers, the Vanderbilts, the Pritzkers and the Rothschilds have made it work extraordinarily, lost it all or just scraped through.

### **Instructor**

Dr. Martin Lindenberg grew up in a family business and saw it grow from about a dozen-person “mom and pop” manufacturer to a leading national brand with 500 employees.

Since then he has helped to start or grow over 20 companies. He has seen all manner of successes and failures; innumerable lessons; IPO's; good, bad and mediocre exits.

He was also the founding chairman of the Houston Technology Center which has helped dozens of companies who have, to date, raised or transacted over \$1.6 billion. He co-founded Fannin Innovation Studio and led it for its first five years.

Dr. Lindenberg's most recent Entrepreneurship class was rated 4.8 out of 5 by his graduate students.