

STRATEGOS Webinar

Family Businesses: Advantages & Challenges

11.00-12.00B (GMT+2), April 3, 2020, Webinar on Zoom

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This Webinar addresses a specific sector: Family Businesses. These Realities are peculiar in terms of Advantages and Challenges considering that the Decision Making Processes are driven by the multiple generations of a Family, evolving over blood, marriages and adoptions. Italy is the Country with largest number of Family Businesses, therefore this kind of Business have a big impact on World Economy. The discussion investigates these issues and proposes challenging tasks in this area.

Family Businesses represents a significant part of the World GDP and could produce very interesting results thanks to the long term view they could guarantee respect *Company Businesses*, but could be also affected by **Conflicts** within the **Family**, **Generation Changes** and **Emotional Decisions**.

In this sector it is emerging new **Consulting Services**, with specific **attention** and **expertise**, so the **Strategic Engineering** has a big potential for improving these Business in relation to cases of **Enormous Wealth** as well as new ones emerging from able **Entrepreneurs**. In facts **Family Dynamics** influences the **Vision of the Business** as well as the **Willingness** to pursue **Specific Goals**. **Leadership**, **Heritage** and **Ownership** are key words as well as **Family Development Plan** side by side with **Business Strategic Plan**.

This event is part of a group of Webinars that addresses this topics even considering the impact of the current pandemic on this sector and investigates current & future **Challenges** and **Opportunities** considering the potential of using **Innovative Solutions** in this framework



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