

THE COTTRELL ENTREPRENEURSHIP CENTER AT  
WEST CHESTER UNIVERSITY INVITES YOU TO ATTEND

# SUCCESS IN FAMILY FIRMS

This fall the Cottrell Entrepreneurship Center will be launching a series of workshops to support family entrepreneurs!

The three build-block workshops will focus on the requirements for long-term, multigenerational success in family firms. The workshops will be facilitated by Michael McGrann of the Telos Group, a consulting firm that specializes in transition and strategic consulting to enterprising families and family offices.

## What to Expect

Using The Telos Group "10 Steps to Family Enterprise Success.", attendees will receive a custom feedback report that compares each family firm to the other workshop participants.

Upon completion of each of the three workshops, each attendee will identify a component of their "Ownership Strategic Plan" that should be addressed prior to the next workshop.

### WORKSHOP 1

8:00am-10:00am  
Wednesday, 09/15/21  
WCU Graduate Center

**Your Entrepreneurial Legacy:** Developing an Enterprising Mindset

**Building Relationship Capital:** Six skills required to manage conflict and build trust

### WORKSHOP 2

8:00am-10:00am  
Tuesday, 10/05/21  
WCU Graduate Center

**Your Succession Plan:**  
The requirements for success in ownership and management succession

**Your Next Generation Development Plan:**  
Defining the requirements for next generation empowerment

### WORKSHOP 3

8:00am-10:00am  
Tuesday, 11/09/21  
WCU Graduate Center

**Your Familiness Advantage:** Developing a competitive advantage based on your "Familiness"

**Your Continuing Agenda:**  
Identifying the next steps to ensure continuity of your family and business.

**\$125 for all 3 sessions, or \$50 per session**  
**Register on Eventbrite!**