



You are invited to the **IFG Miami 2022 Pre-Conference Workshop** on **Wednesday, Nov. 30, from 1:30 pm-4:30 pm.**

## SPEAKER

**Guillermo Salazar**



## EVENT DETAILS

**Wednesday, Nov. 30, 2022**

1:15 pm Sign-in

1:30 pm-4:30 pm Workshop

## TOPIC

### **Preparing the Next Generation: How to Train the Future Leadership**

In this workshop, Guillermo will discuss a methodology for families in businesses to prepare and engage the next generation of future owners. Using a **practical case study**, Guillermo will discuss how to:

- (i) create a sense of belonging and emotional attachment for future owners;
- (ii) create a robust family governance system that engages the next generation, and;
- (iii) work on the right mindset so that the next generation is willing to embrace new responsibilities, opportunities, and challenges.

A vital part of the methodology is the "value of storytelling". Guillermo will show how researching the history of the family and the business will allow participants to understand the origins and evolution of the family business -- which may not have happened in a straight line -- and allow the next generation of family business owners to feel that they are playing an integral part in their family's history.

## SPEAKER BIO

**Guillermo Salazar** is with Exaudi Family Business Consulting. He is an advisor to family enterprises on governance models and strategies required for successful family governance and leadership succession. Earlier in his career, Guillermo was a member of the management team for his family's second-generation family business. He has also served as a board member of privately held family enterprises in the US and LATAM. Guillermo is the author of the books: *A Road to Triumph in Family Business* (Legeris, 2021), *La Sucesión* (Legeris 2021), and *Genogramas en la Empresa Familiar* (Legeris, 2022), among others. He earned his master's degree in Family Business Management from the Universitat Politècnica in Catalunya, and also holds a degree in Systemic Family Therapy from the Universidad Autònoma de Barcelona in Barcelona, Spain.

## VENUE

**Host: Francesca Boschini**  
**Deutsche Bank Wealth Management**  
600 Brickell Avenue, 20th Floor  
Miami, Florida 33131

## EVENT SPONSORS

