



An Efficient Family Business

Assuring TODAY the sustainability of a family business

1. Introduction.

Most analysts, consultants and experts on the family business subject have given a major importance to the shareholders governance, to family conflicts and to the succession process. Few of them have treated about the efficient governance of a family business itself, with an active participation of the founder entrepreneur, in the way as this seminar does.

2. General aim.

Providing clear and precise information (solutions) on the application of business efficiency and quality management systems, as the most powerful tools for family business governance. An authentic commitment of the founder entrepreneur (still managing or actively participating in the company), as well as the rigorous application of ISO 9001:2008 lead to assuring, since today, the profitability and sustainability of the family business, to applying governance structures for shareholders and family members, as well as to a formal, friendly and efficient succession process.

3. Who should attend.

CEOs, board members and founders of family business, relatives involved in the family business, senior executives, middle managers, project managers, team leaders and entrepreneurs interested in developing an efficient family business.

4. What you will learn.

- Psychological, sociological and operating complexity of a family business.
- Major cultural differences that exist between family and company, and the way they impact on the family business performance.
- Analysis of profiles for family business founders oriented to success and those oriented to failure.
- Detailed business efficiency concepts and its application on a family business.
- Process control fundamentals, a powerful tool of modern engineering, and the way of application on a family business..
- An efficient application of a quality management system, which with a solid commitment from the top management to its rigorous application, becomes the most powerful governance instrument in the family business.
- Governance structure of an efficient family business, both in property and in family, in a clear and objective way, confirming the importance of a timely application.
- Succession psychology and its high complexity, alternatives to be considered at the time of succession and the importance of the business founder in all this process.
- A simple methodology of business development, which can be applied immediately, for implementing efficient concepts in a family business.
- An integral solution to apply, in depth, efficiency and governance concepts in a family business, in owners, shareholders and in the family itself.

5. Seminar topics.

I. Business and family.

- a) Family model.
- b) Business model.
- c) Mexican corporations.

II. Family business.

- a) Family business features.
- b) Family business culture.
- c) Family business operation.

III. An efficient family business.

- a) Business efficiency.
- b) Quality management system.
- c) Corporate governance structure.

IV. Succession process.

- a) Family business records.
- b) Succession psychology.
- c) Succession alternatives.

V. An integral solution.

- a) Business development.
- b) An efficient solution.
- c) Conclusions.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 406 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.