

**Stone Center for Family Business, Entrepreneurship & Innovation
Richards College of Business, University of West Georgia**

**Inaugural Family Business Retreat Agenda
July 24th - 25th, 2024**

This summer the UWG Stone Center for Family Business, Entrepreneurship and Innovation will launch a day and half long retreat to celebrate and bring together leading family businesses in the West Georgia region share their stories and experiences. This event will take place in the UWG Richards College of Business.

Day1: Wednesday, July 24th (2:00PM - 7:30PM)

Session 1: Introductions, workshop goals & pre-workshop readings takeaways

Session 2: Overview “Family Business Abundance = Engagement + Clarity + Scalability”

Networking Reception & Dinner

Day2: Thursday, July 25th (8:30AM - 3:00PM)

Breakfast

Session 1: Day 1 takeaways

Session 2: Leadership & generational transitional process

In this session participants will learn the importance of Leadership Leverage Ratio (LLR), what does that mean, does most family business owners understand it and how it impacts the business decision making process? In addition, best practices will be shared when it comes to evaluating the generational transition process.

Session 3: Scalability & growth engine

The success of any family business is largely predicated on growth. In this session participants will focus on the six key scalability drivers - that constitute a healthy business.

Working Lunch

Participants will be asked to share their thoughts. In addition, the workshop facilitator will engage participants in identifying family business programming that the Stone Center should consider launching in the West Georgia region.

Session 4: Family business panel discussion & wrap up

In this session two to three family businesses comprising of two generations will share their stories.

**Lead Facilitator
Bradley G. Fisher**

Brad Fisher works with business leaders who want to unlock the long-term potential of their companies and their families. He speaks and writes about scalability, leadership, and family business matters. He recently published a book called *Family Business Abundance*.

Brad is the co-founder and Managing Partner of The Scalability Leadership Group (SLG). His company works primarily with Growth Stage Companies that want to streamline their operations and enhance their results.

He has devoted most of his career to entrepreneurship in the business-to-business, technology, healthcare, family business, and private equity investment arenas. Brad has built, acquired, and consulted with many companies during his career across a wide range of industries. He calls himself a Transformationalist, and he loves taking organizations to the next level.

Brad Fisher received an M.B.A. from Stanford University and a B.S. in Economics from the University of Minnesota. He serves as a board member of several fine companies and non-profit institutions.

Cost: \$150/ Person