

Family Enterprise Center at Kennesaw State University

Call for Strategic Workshop Proposals

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**Family
Enterprise
Center**
at Kennesaw State University

STRATEGIC WORKSHOPS

The Family Enterprise Center at Kennesaw State University is seeking engaging, interactive, and educational proposals for our 90-minute Strategic Workshops.

These workshops provide an intimate and highly-engaged learning environment for family business leaders who are eager to grow their businesses, preserve their legacy, and navigate complex family dynamics.

This call for proposals focuses on workshop offerings for early 2025, and presenters will receive valuable exposure to a network of 4,500+ family business leaders and supporters.



Workshop Format



Time

Choose between a breakfast session (8-9:30am, doors open at 7:30am) or a lunch session (noon-1:30pm, doors open at 11:30).



Location

Family Enterprise Center Board Room
3207 Campus Loop Road, Kennesaw, GA 30144



Materials

The boardroom features a projector and room to form small groups. Printed handouts will be distributed before the start of the workshop.



Audience

Small groups of 8-12 family business leaders with varying roles and perspectives. Attendees are drawn to topics relevant to their needs and engage deeply in discussions.

Proposal Submission

Proposals should be submitted by **November 15, 2024** to **fec@kennesaw.edu** to be considered for early 2025 workshops.



Please submit a **one-page document** that includes:

- 1 Workshop Title**
- 2 Presenter's Name & Membership Status:** Indicate whether the presenter is a Family Enterprise Center member, as members receive first consideration.
- 3 Learning Objectives:** One to three learning outcomes for participants.
- 4 Workshop Description:** A 150-word overview that summarizes the content and value of the session.
- 5 Intended Audience:** Describe the primary audience (e.g., next-gen leaders, founders, HR professionals, etc.).
- 6 Mission Alignment:** Briefly explain how the workshop aligns with our mission to support business growth, legacy preservation, and effective navigation of family dynamics.
- 7 Availability:** List at least three dates you are available to lead the workshop and indicate your preference for a breakfast or lunch session.

Submissions will be evaluated on the following criteria:

- 1. Relevance:** The workshop should address one or more of the Center's core areas: growing the business, preserving legacy, or navigating family dynamics.
- 2. Engagement:** Emphasis on interactive learning and practical takeaways.
- 3. Educational Focus:** Sessions must be non-commercial and free of sales pitches.