

PwC NextGen 2022

Curriculum

Connect. Learn. Lead.



Committed to supporting you in unlocking your full potential as a visionary leader, responsible shareholder, beneficiary or competent board member of your family business.

www.pwc.com/nextgen

Leader Academy

7–12 August 2022, in cooperation with MIT Sloan
School of Management, Cambridge, US



Learn how to lead!

Are you between 26 and 38 years old, and eager to drive a surge in value for your (family) business while also building your own legacy? Then you should put our Leader Academy at the top of your private and business agenda.

We know that when it comes to your family business, it's never just about business. It's personal. Whether the company bears your name or not, leading it is both a privilege and a responsibility. The likelihood is that you are a capable, committed and ambitious agent of change for the digital world. However, leading teams and family members while staying firmly in control is not easy, especially in times of generational and business transition.

At the Leader Academy, you'll gain access to leading academics and business professionals who are dedicated to helping you manage ownership and growth to build trust, earn your license to operate and strengthen your family business' future. By reflecting on your personal and business aspirations with the group, you will gain new and inspiring insights that will encourage you to formulate a vision and commit to next steps by the end of the program week. We'll embrace an interactive learning experience that encompasses a 360° assessment, a personal and business presentation, and the introduction of new concepts and frameworks that are brought to life through immediate application and discussion via group exercises, simulations, and real-life case examples.





About Sloan School of Management, Massachusetts Institute of Technology

The MIT Sloan School of Management, based in Cambridge, Massachusetts, is one of the world's leading business schools. MIT Sloan is devoted to its stated mission: to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The School strives to bring knowledge to bear on the world's great challenges. In all of its work and learning, it follows MIT's motto of "Mens et Manus", or "Mind and Hand", as it seeks practical solutions to real problems. Learning by doing is at the core of MIT Sloan's teaching philosophy.

Working at the intersection of management and technology, MIT Sloan is uniquely positioned to help family enterprises transform the present and envision the future that is being shaped by technological disruption and innovation.



Your week in Boston and Cambridge

Sunday, 7 August

- Individual arrival
- Welcome reception

Monday, 8 August PwC Boston

- Program opening
- Family business in times of uncertainty and disruption
- The Owner's Agenda
- Personal and business brand presentations
- Teambuilding afternoon
- Opening dinner

Tuesday, 9 August MIT Cambridge

- The owner's mindset and new models of owner-driven value creation
- Technology, innovation and disruptive forces of change
- The rise and fall of family wealth and how families regenerate their success over generations
- Family social impact

Wednesday, 10 August MIT Cambridge

- Leading organizational change
- The entrepreneurial mindset that leads to value creation
- The new model of leadership in family business
- Group report-outs

Thursday, 11 August PwC Boston

- Leadership and social style assessment
- Standing out in the boardroom: empowerment through the art of improv by "The Second City" stage performers
- Family office trends and technologies
- Networking dinner

Wednesday, 10 August MIT Cambridge

- Beyond digital – seven leadership imperatives for future success
- Transformation fair
- Five-step action plan
- Certificates
- Future self
- Farewell reception, program closing

Saturday, 13 August

- Individual departure



How you can apply

Are you a member of a business-owning family, aged between 26 and 38, and eager to make your mark as a visionary leader? Then join us for this exclusive training event in Boston and Cambridge, Massachusetts, to co-develop an individualized five-step action plan to power your business forward. To request an application form, please reach out to your local PwC contact or email us at de_nextgen@pwc.com. Applications will be accepted on a strictly first-come, first-served basis. To ensure the event is as personal as possible, the number of participants is limited to 24.

Program details – such as the training curriculum, hotel recommendations, list of participants, speaker profiles, pre-work and other logistics – will be shared with you once your registration has been confirmed.

As part of our health and safety measures, all participants must be fully vaccinated against COVID-19, with a vaccine approved by the WHO. You must also agree to be tested daily for COVID-19, and to present your vaccination certificate together with your ID before entering the training facility.



Accelerator Academy

21–26 August 2022, in cooperation with ESMT European School of Management and Technology, Berlin, Germany



About ESMT Berlin

ESMT European School of Management and Technology in Berlin, which has a branch office in Shanghai, was founded in 2002 by 25 leading global companies and institutions.

The international private business school focuses on three main topics – leadership, innovation, and analytics – and is accredited by the German state, Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA), European Quality Improvement System (EQUIS), and Foundation for International Business Administration Accreditation (FIBAA).

ESMT provides an interdisciplinary platform for discourse between politics, business, and academia, and is placed number one in Germany and number seven in Europe in the 2021 Financial Times European Business School Ranking.

Learn how to lead!

Are you between 20 and 26 years old, and aiming to become either a responsible owner, competent board member or new leader in your family business? Or maybe you are looking to set up your own venture? Whichever of these situations applies, our Accelerator Academy is the place for you.

You have probably already acquired a sound knowledge of your field of study and created a vision of your own future. Having taken these steps successfully, you may now be wondering how to turn a focus on sustainability goals and use of smart technologies into competitive new business models for your family business or own venture.

At the Accelerator Academy we will provide you with an opportunity to build on your individual knowledge, talents and strengths while also learning from legacy family business leaders, unicorn founders, impact investors and other NextGens. Why should you seize this opportunity?

Because while entrepreneurial talent and technical business skills are important, they are not enough on their own. To build on your family business values effectively, you must not only master business challenges but also develop the right interpersonal skills.

During the week, a combination of live case studies, team challenges, a 360° assessment and individual tasks will foster effective cooperation and equip you with new insights to apply to your own family business or venture.

Your week in Berlin

Sunday, 21 August Hotel de Rome

- Individual arrival
- Welcome reception

Monday, 22 August Campus

- Program opening
- Family business in times of uncertainty and disruption
- ESG strategy team challenge: regulation, efficiencies, business model
- Meet Niklas Adalberth
- Teambuilding afternoon
- Opening dinner

Tuesday, 23 August Campus

- Reinventing your family business
- From ideas to business models
- Value proposition canvas for a value-driven and purpose-led family business
- Business model canvas
- Pitching and selling ideas

Wednesday, 24 August Campus

- Managing family business dynamics and governance
- Family business frameworks and tools applied
- The Owner's Agenda
- Networking reception
- Leadership and social style assessment

Thursday, 25 August Campus

- How to succeed as a leader: operational and strategic networks
- Building a compelling leadership vision
- Peer coaching
- Visualize and evaluate your leadership network
- Personal network report

Friday, 26 August PwC Experience Center

- Week recap
- Team presentations
- Sustainable innovation workshop
- Certificates
- Future self
- Program closing
- Farewell dinner

Saturday, 27 August

- Individual departure



How you can apply

Are you an entrepreneur or successor in a family business, aged between 20 and 26 years old, and interested in joining us for this exciting event in Berlin? Then please reach out to your local PwC contact or email us at de_nextgen@pwc.com to request an application form. Applications will be accepted on a strictly first-come, first-served basis. To ensure the event is as personal as possible, the number of participants is limited to 24.

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