



# Are you from a family business?

## Introducing a unique offer for INSEAD MBAs: Family Business Next Generation Mentoring Sessions

INSEAD research has demonstrated that approximately 70% of all companies are family owned in one way or the other. Our experience shows that a significant proportion of the INSEAD MBAs come from family firms. They typically face multiple questions in terms of their career journey and one burning question appears every time: should I join the family business after my INSEAD MBA – or not?

The INSEAD Wendel International Centre for Family Enterprise has developed a unique offer for these MBAs that can help them discuss, reflect and throughout the INSEAD journey decide whether and how to be involved with the family business. A decision process that takes time and involves the family as well.

## Are you asking yourself one or more of the following questions?

- Should I go back to my family firm, or not?
- What do I want my life to stand for?
- Where do I fit into the succession planning?
- How can I raise this topic in my family?
- What do I really want to do post-INSEAD?
- How can I raise the issue and communicate better with the family?
- What is my mandate if joining the family firm?
- How can I gain credibility with the employees in our family firm?
- Should I get outside working experience first?
- How can I benefit from the INSEAD family business knowledge and offerings?

## How does the mentoring session work?

**Where:** INSEAD Singapore and Fontainebleau Campus

**How:** Student sends three questions he or she wants to talk about and any other relevant information

**Book appointments:** See next page

**Duration:** 60-90 minutes private sessions

**When:** Dates posted through the INSEAD Family Business Club at regular intervals

**Who:** Individual students & groups

**Setting:** Full confidentiality



The Wendel  
International Centre  
for Family Enterprise

# Mentor

## Martin Roll

Distinguished Fellow



Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses. He advises clients on how to build and manage strong global brands, as well as leadership of high-performing, marketing-oriented businesses.

He is CEO of Martin Roll Company with more than 25 years of board & C-suite counselling experience. Former senior advisor to McKinsey & Company.

Martin Roll is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He is a Distinguished Fellow and Entrepreneur in Residence at INSEAD.

He teaches MBA, EMBA and Executive Education programs at Nanyang Business School and is a frequent guest lecturer at INSEAD, ESSEC and other leading business schools.

Bestselling author of "Asian Brand Strategy" (2015) and co-author of "The Future of Branding" (2016) with Family Business Strategy (2020) in pipeline. Columnist for INSEAD Knowledge and regular commentator in global media.

INSEAD MBA D'99.

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## How to book a mentoring session

Check dates available through the INSEAD MBA Family Business Club.

Book an appointment directly with Martin ([martin.roll@insead.edu](mailto:martin.roll@insead.edu)).

[www.insead.edu/centres/family-enterprise](http://www.insead.edu/centres/family-enterprise)