

# Are you from a family business?

## Introducing a unique offer for INSEAD Students: 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 Students 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 Degree – or not?

The INSEAD Wendel International Centre for Family Enterprise has developed a unique offer for these students 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 global campuses or virtual meetings

**How:** Student may send questions they want to talk about and any other relevant information

**Book appointments:** See next page

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

**When:** Dates posted through INSEAD communications and the INSEAD Family Business Club

**Who:** Individual students & groups

**Setting:** Full confidentiality – Chatham rules apply

# Mentor

## Martin Roll

Distinguished Fellow



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Martin Roll is an experienced global business strategist, senior advisor and facilitator to Fortune 500, Asian firms, family-owned businesses, and family offices. He advises clients on strategy, leadership, transformation, stewardship, succession, governance, professionalisation, ownership, impact, and other critical topics for long term, inter-generational success.

Martin Roll has deep expertise and experience with most types of business family dynamics, multi-generational and next generation challenges, long-term planning, and strategy situations.

He works across multi-generational situations and complex strategy challenges globally in all types of cultures.

He is the CEO of Martin Roll Company with more than 30 years of board & C-suite counselling experience.

Senior Advisor to McKinsey & Company focusing on global family business & family office topics.

Advisor to several global boards and prominent business families, and a mentor for next-generation leaders in business families, start-ups, and high-growth companies.

Martin Roll is a highly accomplished keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator.

He is a Distinguished Fellow (family business & family office), and editor & host of the "INSEAD Family Business Podcast".

He teaches Degree and Executive Education programs at INSEAD, CEIBS and Nanyang Business School and is a frequent lecturer at other global business schools.

Martin Roll is faculty and keynote speaker at The Harvard Project for Asian and International Relations (HPAIR). Member of the HPAIR Board of Advisors.

Bestselling author of "Asian Brand Strategy" (2015), co-author of "The Future of Branding" (2016) with Family Business Strategy (2024) and Family Office Strategy (2024) 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 INSEAD communications and the INSEAD 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)