



Family Business Conference

THRIVING | STRIVING | ENDURING

CELEBRATING A
DECADE OF FAMILY
BUSINESS EXCELLENCE

PROGRAM HIGHLIGHTS



This conference features stimulating keynote speakers, impactful breakout sessions designed to engage, connect and inspire, as well as panel sessions with family business owners and experts sharing their knowledge and experience.



CONFERENCE FEATURES



Key Note Addresses on:

- **Unbreakable Spirit of Enterprising Families**
Striving. Thriving. Enduring. Celebrating the Power of Enterprising Families
- **Legacy in Action:**
Becoming the 4%: Stories of Endurance, Evolution, and Excellence



Panel Sessions on:

- **Real Stories, Lasting Impact: How Enterprising Families Strive, Thrive, and Endure**
An intergenerational dialogue on resilience, reinvention, and the lessons that shape legacy.
- **Empowering the Rising Leaders of Family Enterprise**
What does it take to step into leadership while honoring legacy?
- **An Intimate Conversation on the Power of Family and Corporate Governance**
Through the lens of real experience, a families journey navigating the often-complex terrain of integrating family and corporate governance, and how doing so reshaped their relationships, business strategy, and legacy.



Breakouts sessions Focused on Striving and Thriving

- **Session 1: Cultivating Diversity, Inclusion, and Belonging in Family Enterprises**
How family businesses can unlock the full potential of their workforce by embracing inclusive values at every level of the organization.
- **Session 2: Legacy & Values in Family Businesses: Honoring the Past, Leading the Future**
This energizing session, explores how legacy, and innovation can thrive together, fueling purposeful growth, inspiring the next generation, and reinforcing a strong sense of identity.
- **Session 3: Building Strength through Family and Corporate Governance**
Explore practical frameworks that help align family cohesion with business performance ensuring the enterprise thrives across generations
- **Session 4: Disrupt or Be Disrupted Igniting Innovation and Digital Agility in the Family Enterprise**
This breakout session dives into how multigenerational enterprises can embrace technology not as a threat, but as a catalyst for sustained relevance, competitive edge, and long-term value creation.
- **Session 5: Wealth Management, It's Not Just Money How Enterprising Families Build for Tomorrow by Harnessing the Unexpected Opportunities Today**
Learn how enterprising families navigate unexpected events, invest with intention, and prepare the next generation.
- **Session 6: Prioritizing Mental Health and Well-Being in Family Enterprises**
A powerful session on the emotional landscape of family business, exploring how open dialogue, support systems, and intentional care can foster resilience, healing, and long-term legacy.



For enquiries go to info@afbkenya.org or call us on **020 2532070**