

fea program + designation
FOR ADVISORS TO BUSINESS FAMILIES



Get on the inside of family business—like never before.

fea FAMILY
ENTERPRISE
ADVISOR

Be fluent in family enterprise.

FOUNDING EDUCATIONAL PARTNER



ALBERTA BUSINESS
FAMILY INSTITUTE



“We demand a lot of our advisors. Not only do they need to have a great depth of experience across multiple disciplines, they must also possess a high emotional intelligence to be able to handle the complexity of inter-family relationships.”

PETER ARMSTRONG
ARMSTRONG GROUP

Stand out. Get inside expertise in Family Enterprise Advising with IFEA.

At the Institute of Family Enterprise Advisors, we set the standards of education quality for advisors with the Family Enterprise Advisor (FEA) Program. This remarkable Program is also a prerequisite to attaining the FEA Designation, which represents the pinnacle of professional expertise in the field of family enterprise advising.

IFEA is a not-for-profit association that serves both as a leading advocate for excellence in family enterprise advising and the designating body for the field. We are committed to establishing and maintaining the highest education and ethical standards for professionals advising family enterprises so families receive advice better suited to their personal and business needs. The FEA Program represents the culmination of years of research and curriculum design with leading business universities in Canada. Originally created at the Business Families Centre at UBC's Sauder School of Business, the program is a proven means for professionals to establish themselves as the most trusted advisor to their family enterprise clients.

Grow your skills and your business.

As we enter the largest transfer of wealth in history, family-owned businesses represent a substantial opportunity for advisors. Whether you are a lawyer, banker, accountant, wealth advisor, family therapist, facilitator, board director, family member or non-family executive, the FEA Program augments your formidable technical skills with a more sophisticated level of understanding around business families and their unique challenges. You will gain a greater appreciation of the implications of your advice and be able to take into consideration a broader spectrum

of family enterprise-specific issues. By growing your skill set in family business advising, you'll deliver better solutions to your existing clients while creating a lucrative niche for your practice in a marketplace with substantial potential and growing demand.

Key learning for family members.

The FEA Program is not just for advisors. Family members who manage or lead their family enterprise have as much, and perhaps more, to gain from the Program. It will freshly illuminate the subtle dynamics of family enterprise, and offer you insights that can significantly improve the growth of your business—and harmony of your family.

Families have a challenge. Will you be part of the solution?

By now we've all heard the statistic that fewer than 30 per cent of family businesses will survive into the second generation. We're here to help you change that statistic, one family at a time. Our program delivers a deeper understanding of the complexities inherent in advising business families, and will arm you with strategies to help your clients with transition and succession.

Gain certification with the Family Enterprise Advisor (FEA) Designation.

Families are becoming more discerning about the advisors they bring into their fold. Our graduates put themselves ahead of the curve by being one step closer to receiving the FEA Designation, the only one of its kind in the world.

“The old way of doing business is simply not serving families as well as it could. By raising the standards of advising, we raise the outcomes for all families in business—and by extension for all Canadians.”

MARGARET-JEAN MANNIX
IFEA BOARD CHAIR

FEA Program Details

Business Family Dynamics

Learn the concepts fundamental to understanding the business family and its unique challenges, especially during a leadership transition. Discover why building a good professional advising network allows for great advising.

Family Enterprise Strategy

Understand what it takes to create long-term “family enterprising” that promotes transgenerational wealth. Learn how to blend family, business and ownership strategies.

Business Boards and Family Councils

Good governance is the foundation for good decision making. Come away with effective frameworks that facilitate successful decisions for business families.

Multi-disciplinary Advising

Leverage a multi-disciplinary approach and learn how to avoid giving advice that conflicts with advisors in other fields. Explore strategies that bridge the gap between different planning disciplines to be part of a successful advising team. Integrate tools for analyzing family dynamics, and discover how your role as an advisor fits within the family enterprise system.

Facilitation and Communication Skills

Learn the essentials needed to manage the complexities of business relationships including how to handle conflict, ask the right questions and defuse tense situations. Understand how the practical facilitation practices of emotional intelligence, group dynamics, authority and leadership improve family communication.

Continuity Planning

Go beyond the technical legal, tax, and estate planning issues traditionally associated with succession planning. Instead, explore the “human” side of the succession process that must be considered in transitioning the family, the business and the ownership successfully.

Knowledge Integration and Application

Bring the program teachings alive by bringing together your far-reaching knowledge in a dynamic dialogue and partnership with other participants. Utilize case studies and presentations to apply your knowledge, which culminates in a final team project and presentation to your peers.



“Many of my clients derive their wealth from a family business even though the majority of them are not active in the business. In many cases, they are the children or even grandchildren of the business founder. The advisor program has given me insight into how these clients are inextricably linked to the family business and how that can create an onerous responsibility for them. My advice to these clients is now more targeted and valuable as I appreciate how every financial decision made is affected by this link to the greater family entity. I highly recommend the program for all professionals who advise clients with a family business connection.”

NORA JONES, MBA, CA, CFA, FEA
RBC PRIVATE BANKER

Learn from the experts.

Earn your FEA Designation from renowned leaders in their fields, combining decades of family enterprise and family advising experience with the academic acumen to provide an unparalleled educational experience.

David C. Bentall is an Adjunct Professor at the Sauder School of Business with expertise in the areas of succession consulting, executive and life coaching, and a co-founder of the Business Families Centre. David is a seasoned executive and educator who brings a wealth of knowledge and first-hand experiences to family business issues.

Judi Cunningham (MA, FEA) is the Executive Director of the UBC Business Families Centre at the Sauder School of Business and part of a second generation business family. She has a Master's degree in Family Systems Counseling and a Bachelor's degree in Economics. Judi designed the Family Enterprise Advisor Program and has been instrumental in creating family business as a specialty at UBC's Sauder School of Business.

Michael N. McGrann (MA, MBA) is the Director of the Institute for Family Business and Entrepreneurship at Saint Joseph's University in Philadelphia, PA. He holds an undergraduate degree in economics from Cornell, an MBA from Wharton School of Business, and an MA in International Studies, also from the University of Pennsylvania. He has lived and worked in the Dominican Republic, Mexico and Finland.

Ruth Steverlynck (LLB (Hons.), FEA) is a Principal with Your Family Enterprise and holds an honors law degree. She specializes in all aspects of business family governance with particular knowledge and skills in facilitating dialogue amongst family members, building trust and managing family conflicts. Ruth ran the PWC Centre for Entrepreneurship and Family Business and was a VP of Wealth Services with BMO Harris Private Banking.

Wendy Sage-Hayward (MA, FEA), Adjunct Professor at the Sauder School of Business, is a leadership coach, consultant and facilitator with over 20 years' experience. She is an expert in assisting family members to collaboratively create systems, structures and relationships that help them function as effective stewards of their enterprise. Wendy holds a Master's Degree in Family Systems Psychology and is trained as an ontological coach.

Laura Greig (MA) assists business leaders and their families to achieve exceptional results both at work and at home. She specializes in coaching families to create more effective relationships, open communication, clarify family vision, values and goals, and align goals with their businesses. Laura earned a Master's degree in Leadership and Organizational Learning, and has a leadership coaching designation.

Barbara Beneoli (PhD) is a professional mediator and facilitator, and President of Preferred Solutions, a dispute resolution company. In her career she has combined practice with advancing knowledge in the field, and as well as assisting Families in Business with the resolution of disputes, she has developed courses and taught at York University, the Schulich School of Business, Walden University, and has lectured widely in the field. She is the co-author of Family Council Handbook for the Canadian Association of Family Enterprise. She is the Vice President of Advocacy for ADRIO Ontario, and the 2013 winner of the Lionel McGowan Award in Ontario for contribution to the field of ADR. Her current research is in the area of resolving disputes related to elder abuse and estates.

Otis W. Baskin (PhD, MA) Otis, Emeritus Professor of management at The George L. Graziadio School of Business and Management at Pepperdine University, is a consultant of the Family Business Consulting Group, Inc. where he brings extensive international experience to his focus on management and governance/decision-making issues in family businesses. His primary expertise is in helping business-owning families develop plans for leadership succession, development of next generation leaders, and family/ownership structures/decision processes. He holds a PhD from the University of Texas and MA from University of Houston.

“Accountants are often stereotyped as back room number crunchers. In reality our work is helping people achieve their goals. The FEA training has dramatically increased my appreciation and understanding of all aspects and dynamics of business families so that I can truly understand the issues and concerns of my clients and help them realize their business and family objectives.”

BEVERLY JOHNSON, CA, PAg, FEA
PARTNER
KPMG ENTERPRISE

Become a leader in Family Enterprise Advising with a FEA designation.

Family enterprise is a vast market with accelerating potential. Eighty per cent of North American businesses are family owned. In Canada, family businesses account for 60 per cent of GDP and create 70 per cent of new jobs. Globally, family enterprise accounts for a substantial 80 per cent of GDP.

The significant impact of family enterprise has driven our mandate to provide education opportunities that foster best practices for advisors in the field. Working with our university partners, IFEA has standardized the education and experience required to signify the highest level of professionalism in the field by creating the Family Enterprise Advisor Designation. Much like the CPA, CFA, ICD or other respected professional titles, the FEA designation sets the benchmark in the family enterprise advising field.

Earn a seal of excellence.

The FEA Designation empowers family business owners to immediately identify trustworthy advising professionals, knowing the FEA Program’s unique training helps them to navigate the needs of business families better than other professionals. An advisor with the FEA Designation exemplifies the trust, understanding and skills required by business families.

IFEA grants the FEA Designation to qualified professionals who fulfill the education criteria and complete a certification process. The FEA Program, offered through our partner universities, is a prerequisite to earning the FEA Designation.



“As a life insurance estate planning expert who works with numerous high net worth families across Canada, I have found this program to be extremely informative. It has expanded my skill set in relation to the conversations I have with my business family clients allowing me to better understand the complex dynamics that exist with these clients.”

PAUL TOMPKINS, B.Comm., LL.B., CLU, TEP, FEA
TOMPKINS INSURANCE SERVICES LIMITED

Our founding educational partner.

The Sauder School of Business at the University of British Columbia

The Sauder School of Business is one of Canada's leading academic business schools, with a significant and growing international reputation for excellence in research and learning combined with an unmatched network of global partnerships.

The Business Families Centre at the Sauder School of Business was founded in 2001 as a first-of-its-kind centre for business families and non-family executives. The Business Families Centre (BFC) provides internationally renowned education programs, resources and research for every issue relevant to the family enterprise including governance, relationships, wealth preservation and succession from one generation to the next.

Grow your knowledge. Grow your business.

The FEA Program does more than raise your interpersonal intelligence. It gives you a substantial competitive advantage for a comparatively small investment of time and money.

Our graduates report that the Program has facilitated a considerable increase in business, deepened relationships with clients and helped establish them as the most trusted advisor to their family enterprise clients.

The FEA Program and Designation put you on the inside of family enterprise like never before.

Take a moment to learn more at ifea.ca.

Our local educational partners.

University of Alberta

For over 10 years, the Alberta School of Business has helped ensure that family businesses operating in Alberta can succeed for generations to come.

Our leading faculty and unique resources highlight the transformational issues that surround these individuals and focus on a process of communication and governance to facilitate successful transition to the next generation.

The Alberta Business Family Institute at the School of Business is a centre of excellence with an integral focus on family business in Alberta and the advisors that serve them.

Ivey

Recognized globally as a premiere resource for entrepreneurship research and education, the Pierre L. Morissette Institute for Entrepreneurship serves new business ventures from start-up to succession. Housed within the renowned Ivey Business School, the Institute provides entrepreneurs with the tools, resources and discipline to thrive in a competitive world. We work at every level—from helping students develop the skills to launch new businesses, to supporting existing entrepreneurs as they take their organizations to the next level.

The Institute is also home to the Business Families Centre (BFC) led by Dave Simpson, which helps family-controlled businesses remain entrepreneurial; a key factor in ensuring long term viability. BFC also helps foster a deeper understanding of the strengths and challenges of the business, the family and the complex relationship that ties one to the other.



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