



Best Practices in Family Business Governance and Crafting Family Constitution

Uniting Family Business Members for All Generations

Thursday, March 19, 2026 * 9:00am to 5:00pm @ EDSA Shangri-La Hotel, Mandaluyong City, Philippines

The most successful family businesses that lasted for generations have the right family governance system and a solid family constitution. Learn their best practices.

To run the family business successfully, it is important first to manage all family business stakeholders effectively. Having the right family governance framework is the answer. It will improve your board's effectiveness and fast-track decision-making, unite family owners for a long-term commitment to continuity, build clarity and trust among family business owners and maximize competitive advantage of the family business.

This one-day program will also comprehensively discuss how to craft your family's constitution -- the bible that everyone in the family needs to refer to regarding the rules of engagement among family members in business. It is the tool that preserves harmony and family relations. It is the foundation that defines what is important for family business members such as values that the family and the business must uphold, the roles and responsibilities of owners, directors, and stakeholders and the rules that all must follow. We will teach you how to create family councils, address family assemblies and meetings, resolve issues and conflicts, and how to be effective in the family business.

Whether you are the founder, business owner, director, family business member, executive or non-executive next generation shareholder, or non-management extended relative stakeholder, this special seminar workshop will surely set you on the right course towards a long-lasting business and a harmonious relationship among stakeholders.

Course Director and Master Trainer: Ricardo Hizon Mercado, MBA

He is a professorial lecturer and former Director of the Family Business Development Center of the John Gokongwei School of Management of the Ateneo de Manila University.

He has been teaching Family Business Management in Ateneo de Manila University for over 3 decades where he finished his Bachelor's degree in Economics and MBA.

He taught Family Business Management in San Francisco State University and has been a resource person in Family Business seminars and regular guest speaker in the Family Business classes in Santa Clara University, University of San Diego in California and University of the Pacific, Stockton.

He is a family business consultant and involved in his own successful family business.

Who Should Attend:

All those involved in the family business such as:

- Family Business Owners & Members
- Board Directors in Family Business
- Family Business Stakeholders
- Investors in Family Businesses
- Family Business Consultants



*Training investment is inclusive of Meals, Resource Kit, and Certificate of Completion

- ₱ 9,880 / person (when you register and pay on or before February 19)

- ₱ 10,880 / person (when you register and pay after February 19)

Note:

To ensure you have an allocated seat, materials and food, we encourage you to pay before the seminar schedule.

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