



# Professionalizing the Family Business the RIGHT Way

## Managing from Entrepreneurship to Professionalization

**TUESDAY, MAY 11, 2027 \* 1:30PM TO 4:45PM via [ZOOM](#)**

You are a startup success. Fine! But if you want to achieve your big ambitions or ensure the continued growth of your family business, you need to invest in **professionalizing** it the RIGHT way!

Whether you have a single family or multi-family business structure, this seminar will provide you with these:

- FRAMEWORK for Successful Professionalization
- TECHNIQUES in transitioning from Entrepreneurship to a Professionally-Managed Firm
- PRACTICAL GUIDE to Professionalize the Family Members and the Family Business Operations
- LESSONS from the Field: Successful Strategies

Take advantage of the opportunity to consult with our expert on this topic when you attend this seminar. Register early to avail of the Early Bird Rate.

**Course Director & Master Trainer: JACOB REUBEN CABOCHAN**

He is the Program Director of Family Business training programs at the Center for Global Best Practices. He was the Director of the Family Business Development Center of the John Gokongwei School of Management of the Ateneo de Manila University (2012 to 2013). He specializes in Family Enterprise Management, Professionalizing the Family Business, and Crafting of Family Constitutions.

He completed his Bachelor of Science (Magna Cum Laude) in Management from the Ateneo de Manila University. He also holds a certificate on Family Business Advising from the Family Firm Institute (FFI), Boston, Massachusetts, U.S.A.

### **Who Should Attend:**

- Entrepreneurs
- Business Owners
- Family members
- Business Stakeholders
- Business consultants
- Anyone interested in professionalizing a family business.

**LIMITED SLOTS ONLY  
PRE-REGISTRATION REQUIRED**

**\*Training investment is inclusive of an e-certificate and a printed learning material**

**₱ 2,980 / person**

(when you register and pay on or before April 11)

**₱ 3,980 / person**

(when you register and pay after April 11)

### **\*Optional:**

Add **₱450** for a printed copy of a certificate of attendance inclusive of delivery charge

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