



# Families Summit of Minds

*The Entrepreneurial Family Update Series  
& The Macroeconomic & Geopolitical Update Series*

CANADA  
20-21 NOVEMBER 2020

*The annual flagship event of the*



*And*



CANADA, 20-21 NOVEMBER 2020

## PROGRAMME AT A GLANCE

### BY TIMING

#### Friday 20 November

10.00 – 10.45 EST	The Entrepreneurial Family Update
10.45 – 11.30 EST	Meaning Making and Repurposing
11.30 – 12.00 EST	Peer Discussion
12.15 – 13.00 EST	Crisis Modes: Entrepreneurial Families and the New Social Contract
13.00 – 13.30 EST	Peer Discussion
13.30 – 13.35 EST	Relaxation
13.45 – 14.30 EST	Rethinking Education
14.30 – 15.00 EST	Peer Discussion
15.15 – 16.00 EST	The Pandemic Economy, Digital Uptake and Next Gens
16.00 – 16.30 EST	Peer Discussion
16.30 – 17.00 EST	Online Concert: Hope, Love and Forgiveness

#### Saturday 20 November

10.00 – 10.45 EST	The Macroeconomic & Geopolitical Update
10.45 – 11.30 EST	Navigating the Markets' "Endless" Exuberance
11.30 – 12.00 EST	Peer Discussion
12.15 – 13.00 EST	Entering Frugality
13.00 – 13.30 EST	Peer Discussion
13.30 – 13.35 EST	Relaxation
13.45 – 14.30 EST	Fighting Entitlement
14.30 – 15.00 EST	Peer Discussion
15.15 – 16.00 EST	Do Good then Do Well?
16.00 – 16.30 EST	Peer Discussion
16.30 – 17.00 EST	Online Concert: Family, Romance and Healing

*Please note that all sessions of the Summit will be held virtually.*

## TIME

## FRIDAY 20 NOVEMBER

**10.00 – 10.45 EST    The Entrepreneurial Family Update**

Businesses are influenced by geopolitical events that range from tax policies, social norms, immigration emergencies to trade wars and international health catastrophes. Economic factors dictate our appetite for risk, our investment choices, and how we trade. We will explore:

- (1) How to mitigate the risk of future crises
- (2) How to build organizational resilience
- (3) How our purpose guides our interactions

*Facilitated by:*

- [Joe Astrachan](#), Family Enterprise Professor & Author, USA

**10.45 – 11.30 EST    Meaning Making and Repurposing**

There are families who behave as if their purpose is simply to protect and grow their financial wealth. In contrast, many multi-generational families hold fast to the notion that, in the absence of a clear and state purpose, their family enterprise would be at risk of faltering over time. Exploring, articulating and nurturing a shared family purpose beyond profit requires constant work. Yet not all families seem motivated or capable of doing so. If purpose is an essential ingredient for the success of multi-generational family enterprises – and key to the involvement of the rising generation – then a case could be made for its intangible value. We ask:

- (1) Can a clear and stated “sense of purpose” bring value to an enterprise?
- (2) Do family enterprises have the potential to harbour more meaning than more widely held businesses?
- (3) Are businesses that embrace purpose on to something?

*Facilitated by:*

- [Michelle Osry](#), Partner, Deloitte private, Canada

*With:*

- [William Damon](#), Professor, Stanford University, Author, The Path to Purpose, USA
- [Margaret Hudson](#), President, Burnbrae Farms, Canada
- [Isabelle Marcoux](#), Chair of the Board, Transcontinental Inc, Canada
- [Antoine Mayaud](#), Association Familiale Mulliez & Author of Entreprising Families, France

**11.30 – 12.00 EST    Peer Discussion**

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**12.15 – 13.00 EST** **Crisis Modes: Entrepreneurial Families and the New Social Contract**

The manner in which a nation responds to a disaster is a reflection of its strengths and its weaknesses, and the “quality” of its social contract. As the pandemic continues to unfold, social contracts could shift dramatically, leading to radical economic, political, and social change, a rise of statism and a massive reallocation of resources. As governments are likely to lean harder on private enterprise in the years ahead to fund these massive investments, we ask:

- (1) What lasting effect will the pandemic have on continuity planning among family-owned enterprises?
- (2) What lessons have enterprising families drawn from their survival of past crises to help them navigate the current crisis?
- (3) How has the rise of Stakeholder Capitalism shaped their response to the crisis?

*Facilitated by:*

- [Devin DeCiantis](#), Managing Partner, LGA, USA

*With:*

- [Christine Batruch](#), Senior Strategic Advisor, Lundin, Switzerland
- [Jesus Casado](#), General Secretary, European Family Business, Belgium
- [Andrew Molson](#), Chairman, Avenir Global, Canada

**13.00 – 13.30 EST** **Peer Discussion**

**13.30 – 13.35 EST** **Relaxation**

We carry the weight of our lives on our shoulders, let's take 5 min to show them some care and reinforce key posture muscles.

**13.45 – 14.30 EST** **Rethinking Education**

If business must adapt to constant disruption, then business education must also evolve. Family enterprises are known for their long-term approaches, and few would reject the worthy objective of transgenerational longevity, yet many fail to fully commit to the learning paths required to attain such important goals. The question is why.

- (1) What is the role of business in rethinking tomorrow's business education?
- (2) Can entrepreneurial families play a stronger role in business education?
- (3) In family business spheres, do today's business education options fall short?

*Facilitated by:*

- [David C. Bentall](#), Founding Principal, Next Step Advisors, Canada

*With:*

- [Alexander Degwitz](#), Family Office Head & Investment Committee Head, EXFIN Corp., USA
- [Nan-b de Gaspe-Beaubien](#), Co-Chair, De Gaspe-Beaubien Foundation, Canada
- [Margaret-Jean Mannix](#), Chairman, Loram 99 Corporation, Canada
- [Christopher Robichaud](#), Ethicist & Senior Lecturer in Ethics and Leadership, Harvard University, USA

**14.30 – 15.00 EST** **Peer Discussion**

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**15.15 – 16.00 EST    The Pandemic Economy, Digital Uptake and Next Gens**

The pandemic economy is pushing uptake of all things digital – AI, the internet of things, cloud computing and so on – in a reset of the tech economy. Some say family enterprises have not kept pace. As the need for efficiency grows, how can family enterprises adapt and capitalize? Logic dictates that this is where digital-native next-gens should shine.

- (1) Are entrepreneurial families fully exploiting digital tools to improve resilience?
- (2) Who are the laggards in our digital economy and why?
- (3) If digitalization goes beyond e-commerce, how can families stay ahead of the digital curve?

*Facilitated by:*

- [Peter Jaskiewicz](#), University Research Chair, Telfer School of Management, Canada

*With:*

- [Karen Brookman](#), President, West Canadian Digital Imaging, Canada
- [Marie-Pier Germain](#), Vice President Marketing, Germain Hotels, Canada
- [Sanjay Khanna](#), Foresight & ESG Consultant, Baker & McKenzie LLP, Canada

**16.00 – 16.30 EST    Peer Discussion**

**16.30 – 17.00 EST    Online Concert: Hope, Love & Forgiveness**

The cool nights of autumn are drawing in and we invite you to immerse yourself in inspired and warming themes of love, forgiveness, and hope in a 20-minute interlude that showcases classical pieces from baroque period. Imagine yourself at fireside, with close family, as the music soothes your soul and warms your heart.

*Performed by:*

- [Julie Choi](#), Piano
- [Ian Sabourin](#), Countertenor

*Extracts:*

- **J.S. Bach** (1685-1750), St. Matthew Passion, Erbarme Dich, Mein Gott
- **G.F. Handel** (1685-1759), Dixit Dominus, Virgam Virtutis
- **Franz Schubert's** (1797-1828), Ave Maria
- **Antonio Vivaldi** (1678-1741), Giustino, Vedro Con Mio Diletto

## TIME

## SATURDAY 21 NOVEMBER

**10.00 – 10.45 EST    The Macroeconomic & Geopolitical Update**

Families Summit of Minds will act as your personal curator of “contextual intelligence” by holding at the Summit highly interactive workshops led by world experts on the most critical macro categories to better understand where the world is going. To a great extent, the pertinence of the professional and personal decisions we make depend on:

- (1) A sense of context
- (2) The ability to anticipate emerging trends
- (3) The capacity to “connect the dots”

*Facilitated by:*

- [Thierry Malleret](#), Economist & Founder, Monthly Barometer, France

**10.45 – 11.30 EST    Navigating the Markets’ “Endless” Exuberance**

The world entered the Covid-19 pandemic amid pre-existing external economic imbalances. As the pandemic emerged globally, markets soon went off a cliff in a crisis that brought economic carnage. Capital flow reversals still loom large. Yet strangely, US stock markets have begun to reach new highs. Can it last?

- (1) What are the priorities for internationally focused entrepreneurial families?
- (2) How will private market valuations be affected by financial markets?
- (3) What are the most plausible scenarios in terms of the markets moving forward?
- (4) How should capital-intensive family enterprises mitigate risks?

*Facilitated by:*

- [Thierry Malleret](#), Economist & Founder, Monthly Barometer, France

*With:*

- [Pierre Morrissette](#), Executive Chairman, Pelmorex Corp., Canada
- [Patricia Saputo](#), CFO, Placements Italcant Inc, Canada
- [Pierre Somers](#), Chairman & CEO, Walter Group, Canada

**11.30 – 12.00 EST    Peer Discussion**

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**12.15 – 13.00 EST**    **Entering Frugality**

Is frugality good? Consumption has long been central to contemporary capitalism, but even before pandemic lockdowns forced the issue, there was social momentum towards rethinking biases for growth and reducing consumption. It's an idea already entrenched in the circular economy and low impact living, but could frugality become a strategic imperative for family enterprises? The younger generation has a desire for change that could make "frugality" the new normal.

- (1) At what point does frugality work against economic growth?
- (2) Long term, will the idea of frugality gain traction or will it remain a pipe dream?
- (3) How might family enterprises embrace frugality and make it work?

*Facilitated by:*

- [Robert Nason](#), Associate Professor, McGill University, Canada

*With:*

- [Amrita Daryanani](#), Executive Search Lead, SKADT Associates, Hong Kong
- [Robert Frances](#), CEO, Peak Financial Group, Canada
- [Georges Saad](#), President, Spektrum, Switzerland
- [Allen Taylor](#), President, Taylor Associates Limited, Canada

**13.00 – 13.30 EST**    **Peer Discussion**

**13.30 – 13.35 EST**    **Relaxation**

A short meditation to clear your mind, prepare for what's to come, or help wrap up your day.

**13.45 – 14.30 EST**    **Fighting Entitlement**

Some family-owned enterprises, in spite of governance mechanisms or commercial success (or perhaps because of), suffer at the hands of jealousy within their ranks. Blame entitlement? Successful families are fertile ground for this malaise, especially when there's an expectation of automatic rewards. Entitlement is an unpleasant condition. How should families fight it?

- (1) What are the warning signs of entitlement in a family enterprise?
- (2) How best engage all family individuals in ownership decisions that affect them?
- (3) How might "giving back" fight entitlement?

*Facilitated by:*

- [Franco Lombardo](#), Founder, Veritage, Author, *The Safe Space*, Canada

*With:*

- [Ambreen Bhaloo](#), Founder, Ambreen Bhaloo Coaching, Canada
- [Atalanti Moquette](#), Founder, Giving Women, Switzerland
- [Eliana Sabbag Moquette](#), Deputy Director, IF International Foundation, Switzerland
- [Danielle Saputo](#), President, Danuto Holdings, Canada

**14.30 – 15.00 EST**    **Peer Discussion**

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**15.15 – 16.00 EST**    **Do Good then Do Well?**

If a family takes care of its own, what does an enterprising family take care of? A family enterprise oriented towards profit is no worse nor better than one whose purpose is to do good. It is counterintuitive not to put shareholders first, and even the staunchest supporters of purposeful capitalism admit that hurdles exist.

- (1) Who has primacy? Shareholders? Employees? Communities? Families?
- (2) Which matters more: profit before purpose or purpose before profit?
- (3) What's the NxG view on this?

*Facilitated by:*

- [Lisa Wolverton](#), President, Wolverton Foundation, Canada

*With:*

- [Michael Alberg-Seberich](#), Managing Partner, Wider Sense GmbH, Author, *A Corporate Social Mind*, Germany
- [Renee D. Kaplan](#), CEO, The Philanthropy Workshop, USA
- [Halla Tomasdottir](#), CEO, The B Team, USA

**16.00 – 16.30 EST**    **Peer Discussion**

**16.30 – 17.00 EST**    **Online Concert: Family, Romance & Healing**

As we reflect on our world, our lives, and especially, our families, close your eyes and take let the classical sounds of these great composers calm your senses and return your thoughts to what truly matters: love, health, and family.

*Performed by:*

- [Julie Choi](#), Piano
- [Nicole Ross](#), Soprano

*Extracts:*

- [Georges Bizet](#) (1864-1949), La Coccinelle
- [Reynaldo Hahn](#) (1838-1875), L'Enamourée, L'Heure Exquise
- [Giacomo Puccini](#) (1858-1924), O Mio Babbibo Caro
- [Richard Strauss](#) (1874-1947), Die Nacht, Ständchen



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Canada

**The Monthly Barometer  
Summit of Minds**

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