

Family-owned Business Workshop

How can family firms
navigate the Industry
4.0 transformation
and become
pathfinders?



Workshop Overview

The traditional manufacturing business model is changing. Industry 4.0 - the next phase in the digitization of the manufacturing sector - promises to reshape every aspect of the factory and the supply chain.

Family business research and practice suggests that, compared to their non-family counterparts, family-owned businesses tend to be slower to adopt digital technologies.

How can family firms break away from the constraints of decision-making and become early adopters of technology i.e. pathfinders?

In the workshop, we will invite a selected group of delegates ([either two or four members per firm](#)) from [medium-sized family-owned companies operating in the manufacturing industry](#) to identify and reflect upon the long-term implications of Industry 4.0 and the actions that need to be taken.

The objective of this workshop is to [think about how we should prioritize investments into Industry 4.0 technologies for a long-term future](#). Here, long-term means 20 years. Since forecasting these trends for 15-20 years is extremely difficult, we will provide you with the necessary tools to aid your thinking, “engineer” choice contexts, deal with uncertainty, and enact change effectively.

1

- We will use the causal modelling toolkit to examine complex decision making situations involving multiple and interrelated cause-effect relationships;

2

- We will use the scenario planning toolkit to think of multiple – and very different – plausible scenarios of the world that will be likely to affect the manufacturing industry.



AT A GLANCE

Time:
09.00 AM – 04.45 PM



Asia School of Business



Either 2 or 4 participants from the same company
Family owners, family and non-family executives, and top managers

TAKEAWAYS

You will better understand the following and more:

1

How to deal with decision making in contexts characterized by uncertainty

2

How the traditional manufacturing business model is evolving, and what actions can be taken to prepare to future changes



TESTIMONIALS

“The workshop has generated a more profound understanding of what is coming down the pike and how to prepare“

“We hope scenario planning will become integral part of our planning process that drives our decisions and investments”

Scenario Planning workshop organized by MIT Center for Transportation and Logistics

Agenda At A Glance

- Industry 4.0 Transformation and Family Firms
- Uncertainty Mitigation: Causal Modelling, and Scenario Planning
- Create your causal model & make your strategic investment decision
- Introduction to Scenario Planning
- Revise your causal model and strategic investment decisions
- Collective decision-making
- Interactive Sessions

Organisers



The Iclif Leadership
and Governance Centre



MALAYSIA INSTITUTE FOR
SUPPLY CHAIN INNOVATION

Speakers

Shardul Phadnis (email: shardul@mit.edu)



Associate Professor and Director of Research, Malaysia Institute for Supply Chain Innovation (Kuala Lumpur, Malaysia).

Research affiliate, MIT Global SCALE Network (Boston, USA).

Interests: *Supply chain strategy, business models, scenario planning
PhD, Massachusetts Institute of Technology*



MALAYSIA INSTITUTE FOR
SUPPLY CHAIN INNOVATION



MIT GLOBAL
SCALE NETWORK

Ambra Mazzelli (email: mazzelli@mit.edu)



Assistant Professor of Management, Asia School of Business (Kuala Lumpur, Malaysia).

International Faculty Fellow, MIT Sloan (Boston, USA).

Interests: Family business, decision making, cognition
PhD, Lancaster University Management School



PROGRAMME FEES

Company sending 2 participants =
MYR5600 (MYR2800 per participant)

Company sending 4 participants =
MYR8800 (MYR2200 per participant)

Participants from Malaysia to pay in MYR
International participants to pay in USD



HRDF Claimable (Malaysia)



AICB - STF Credit Scheme (Malaysia)

Dates/venues are subject to change

REGISTRATION

Please register online at
<https://iclif.org/programme/familyfirms-transformation>

PAYMENT

Payment should be made within **30 days** from the invoice date or in advance of the programme date, whichever is sooner. Your place is secured once payment has been received.

TERMS AND CONDITIONS

Terms and conditions apply. Please visit www.iclif.org/terms-and-conditions/.

For more information, please visit <https://iclif.org/programme/familyfirms-transformation>

For group purchases or programme customisation request, please email your enquiries to contact@iclif.org
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