

# OWNING IMPACT: CREATING A POSITIVE LEGACY FOR FAMILIES



## WHEN

TBD

## PRICE

\$4,500\*

*\*Please note, teams of three or more participants from a single organization attending a program together are eligible for a 15% group tuition discount. We highly encourage families to attend together.*

## WHERE

Live Online - Zoom

## EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Family-owned businesses, family foundations, and family offices make a consequential economic, social, and environmental impact. How can families build an integrated family social impact strategy—driven by shared values, and utilizing the full set of opportunities, talents, and resources available to them?

*Owning Impact* provides families with an opportunity to convene around this charge, and to build family alignment on the topics of impact investing, philanthropy, corporate social responsibility, and political engagement. Through content, case studies, structured breakout activities, and meaningful discussions, participants will learn how to navigate the tensions of family social impact - moving from fragmented activities by individual family members toward a cohesive family social impact strategy, animated by shared values and drawing on the full capability of the family. Through the lens of systems thinking, a signature mode of thought at MIT, families will also learn how to deploy effort and resources in ways that truly advance their goals and minimize unintended consequences.

Please visit our website for the most current information.

[executive.mit.edu/oi](https://executive.mit.edu/oi)

## FACULTY\*



Jason Jay



John Davis

*\*Please note, faculty may be subject to change.*

## TAKEAWAYS

As a participant in this course, you will benefit from:

- A clear impact strategy for this changing world, including business practices, investment, philanthropy, political engagement and family activities
- A deeper understanding of the dynamics of your family system, and how to navigate tensions to build momentum for change
- Systems thinking tools that help you understand the constellation of actions you and your family must take to meet your goals
- Practical guidance to accelerate impact efforts within the specific channels of philanthropy, impact investing, corporate sustainability, and political engagement, and realize synergies across the board.

## WHO SHOULD ATTEND

This program is designed for family teams of at least two individuals, although we encourage teams of four or more. Family teams allow participants to have crucial conversations together and collaborate on short and long-term planning during the program. It also allows each team to take back to their family enterprise systems the concepts, practices, and understandings absorbed during the course.

Participants typically have complex family enterprise systems: companies, financial assets and perhaps a family office, family philanthropic and community activities, plus a growing and increasingly complex family and ownership group. Some families are new to the area of social impact. Others have experimented with impact investing, philanthropy, and structured corporate sustainability efforts but seek greater impact and coherence across these activities. All are welcome.



*I have personally gained some important insights from telling our family's story and applying the systems tools that Jason and John have developed. I hope that other families are able to gain some value from this MIT approach as well.*

– Sam Bonsey *Executive Director, The ImPact*

## CONTACT INFORMATION

MIT Sloan Executive Education

**P** +1-617-253-7166 | **E** sloanexeced@mit.edu  
executive.mit.edu

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