



Align the objectives of your
family business for greater success

FAMILY BUSINESS: MANAGING GROWTH AND TRANSFORMATION

**JULY 25-28, 2018
HYDERABAD**



Family Business: Managing Growth and Transformation

Be the force
that aligns
the objectives
of family and
business

The contribution of family businesses to India's national economy has been substantial. Over the past two decades, the performance of family businesses has been more significant than either the public sector or Multinational Corporations. About 73% of India's top 500 firms are family controlled. It's reasonable to then believe that by focusing on the improvement of family businesses, enhancing professionalism, and training the next generation to lead the way, the sustained impact of family businesses will remain significant to the national economy. There are, however, myriad challenges to growth that are unique to family businesses. This programme will discuss the interventions your organisation may require, to overcome many of these challenges.

According to our survey, 96% of those anticipating growth of over 10% annually over the next 5 years said that the growth of core business in existing markets would enable them to reach their target. Over half of the family businesses surveyed said they were looking to expand into new sectors or new countries and would consider inorganic growth.

- PWC INDIA FAMILY BUSINESS SURVEY 2016

About the Programme

With the growth of the business, family professionals must transform themselves to meet the demands of scale. As your business grows you will encounter multiple challenges; you will need to build internal capabilities and develop competitive business strategies to overcome these challenges. This is not always easy given the unique governance and structures involved in a family business. So, this programme has been designed to help you apply the tools and technique for creating these capabilities that will ensure sustained growth.

As leaders in family business you wear multiple hats. When you're wearing the business-hat, it's necessary to remember that you're a professional; that separation from emotions is required. It comes through training, introspection, and thinking objectively. It's not easy, but with intentional practice you can transform yourself and your business to sustainably manage growth.

Kavil Ramachandran

Key Concepts Covered

Professional Transformation

It is in the inherent DNA of a family-owned business to want to think long-term. Plans to grow and scale are a necessary part of any family-owned business' long-term goals. With this programme you will explore the challenges that you might face in attempting to professionalise swiftly and sustainably – to meet the demands of scaling. We will cover concepts like weighing the need for external professionals in key positions, cross-generational collaboration, and incorporating best practices from the corporate world.

Managing Growth

Redefining traditional governance and structures to fit the needs of the future of the business, rather than riding inertia

from the company's past is critical to managing growth. This programme helps you build a framework to set growth targets, a strategic growth plan, and manage the execution of this plan with the best interests of the family, non-family employees, and the business in mind.

Internal Capability Development

Objectively and clearly defining roles and responsibilities of people based on their merit and strength is essential to growing a business – especially a family business. Playing on the skills of family members and non-family professionals across all generations can help build a foundation of trust and plays to your competitive advantage.

Key day-wise outcomes



Day 1

The programme commences with an overview of what you can expect to learn and an introduction to the nuances of family managed businesses. You will be presented the Neeraj Sainani case study: a turnaround story of a family business in India that aptly illustrates a wide range of strengths, challenges, and opportunities unique to family businesses.



Day 2

This day explores the case study on Ujjwal Bharti (Zandu Pharmaceutical), to connect the dots between cross-generational issues, succession planning, and how to juggle family and business responsibilities seamlessly.



Day 3

You will gain insight into the importance of good governance, clear communication, and why professionalism should take centre stage in your plans of building a sustainable business.



Day 4

The ten commandments of a family business constitution: these fundamentals are explored through the case of GMR Group. Stabilising family dynamics within a business is not easy; this programme will help you learn how to effectively control the possibility of families splitting and rifts being formed between generations, to keep the business running uninterrupted.

Who should attend?

Family business owners of multiple generations, family members who are taking on a greater level of leadership responsibility, successors, and non-family senior leadership who are aligned to the growth objectives of a family business are urged to participate.

Levels

TOP | SENIOR LEADERSHIP

What you will learn

- Be sensitised to typical challenges to scaling a family business
- Build and apply tools for creating the capabilities required for sustained growth
- Review governance and structural hinderances
- Leverage innovation, digital thinking, and market changes in your growth plan

The programme is for you if you're aiming to grow your family business or impact the growth of one and aim to carry out a paradigm shift in how the organisation is structured. If you aim to align family and business goals in a mutually advantageous way, this programme will help you succeed.





Faculty

Kavil Ramachandran

was a founding faculty of the Wadhvani Centre for Entrepreneurship Development at the ISB in 2001. Later, he took over as the Associate Dean (Academic Programmes) before becoming the Thomas Schmidheiny Chair Professor of Family Business and Wealth Management.

Currently, he is the Executive Director of the Thomas Schmidheiny Centre for Family Enterprise at the Indian School of Business. He has specialised in family business, entrepreneurship and strategy and has over 30 years of combined experience as an academic at the Indian Institute of Management, Ahmedabad and the Indian School of Business.

Programme Details

July 25 (7.00 pm) to July 28 (5.00 pm), 2018

Venue: ISB Hyderabad

INR 1,50,000 plus GST @ 18%

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability

How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit www.isb.edu/cee/FAMB



Indian School of Business, Hyderabad | Mohali

Marketing Services, Centre for Executive Education
Gachibowli, Hyderabad - 500 111, Telangana, India.

P : +91 40 2300 7041/42

F : +91 40 2300 7040

E : execed@isb.edu | www.isb.edu/cee

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