

**SUSTAIN THE
NAME AND THE
BUSINESS.**

REAL RESULTS

**FAMILY BUSINESS -
MANAGING
GROWTH AND
TRANSFORMATION**

MAR 03 - 06, 2012

CEE alumni organised 14 knowledge sharing events across 4 chapters in 2010.

Family Business - Managing Growth And Transformation

India today presents a great opportunity of growth for a family business. However, increased competition from global players, limited supply of quality talent, new disruptive business models and above all, the rapid change in the external environment makes it imperative for a family business to rethink its business strategy and take advantage of this growth opportunity.

Programme dates

The programme starts at 7.00 pm on **Mar 03, 2012** and concludes at 5.00 pm on **Mar 06, 2012** at the ISB campus.

Programme fee

INR 1,20,000 (Service tax as applicable)
Fee includes accommodation and food

Why should you participate

While running your family business, you always encounter multiple challenges at the interface of family and business, particularly while exploiting growth opportunities. During such occasions, it helps having a family member who has prior experience of handling such situations. So you not only have to develop competitive business strategies, but also build internal capabilities both on business and family fronts. In most cases, family professionals have to transform themselves to lead this change. This is not always easy because of the difficulties of managing the challenges of professionalisation and governance involved. So this programme enables you to identify and understand the challenges which come with transformation of a growing family business, and develop key skills for managing it.

Faculty

Professor Ramachandran is the Thomas Schmidheiny Chair Professor of Family Business and Wealth Management at the Indian School of Business. He has specialised in family business, entrepreneurship and strategy and has over 33 years of experience as an academic. He obtained a PhD from the Cranfield School of Management, UK

in 1986 on a comparative study of the small enterprise policies of Japan, UK and India. He has done research on family business, entrepreneurship and strategy, and has authored/edited six books and published extensively in reputed Indian and international journals. His consulting experience includes areas such as family business governance, professionalisation, succession planning, strategic planning, and identification of new opportunities for growth, corporate entrepreneurship and turn around strategies in family and non-family environments. He has written several management cases, and has conducted training programmes for family businesses on governance, professionalisation, strategic management and entrepreneurship. He has been associated with the FBN International for several years, and has served on various advisory committees of the Government of India, World Bank, Securities and Exchange Board of India.

Participant profile

Family business owners of multiple generations looking to take the business to the next growth phase. We encourage multiple participants from a single business group to participate for a more effective learning experience.



What you will learn

The programme will give you a holistic perspective on how to successfully manage family businesses in a competitive scenario. Specifically, you will be learning about the following:

- Identifying the strategic levers of your business growth and learning how to use them to take your organisation to the next level
- Incorporating a professional ethic within the family business
- Reflecting on your current family business governance structure to determine how the structure should change to align with growth needs
- Organisational transformation and institutionalisation: Strategies and processes for the journey

What you will gain

This programme will sensitise you, the family business owner, with the issues involved in this journey of transformation and growth. You will learn to apply the tools and techniques for creating the capabilities that will ensure sustained growth of the organisation.



How to apply

Please send the filled-in application form to the Marketing Services team. Do take care to fill in both the sections of the enclosed form - participant data and company application, as incomplete applications will not be processed.

For cancellations, if any, please send an advance notice to the Marketing Services team. You can avail the entire fee refund if information is sent 4 weeks before the commencement of the programme; half the fee refund if information is sent in 2-4 weeks before the commencement of the programme. There will be no refund if information is sent less than 2 weeks in advance.



Being a part of the ISB CEE ALUMNI makes business sense

ISB CEE has a strong alumni community of more than 8500 senior professionals, business leaders and entrepreneurs from a diverse industry background. Participation in CEE programmes gives you the opportunity of becoming a part of this elite and vibrant community. Here's what you can gain from being a part of this network:

- Exclusive access to premium, chapter-level on-ground events, including speaker series, conferences and learning sessions
- An opportunity to network with a growing and diverse peer group through frequent meets
- Access to the CEE Alumni Portal which hosts activities and features like online discussions, expert opinions, career support, learning resources and alumni achievements

Real Results at the Indian School of Business

At the Centre of Executive Education, we believe learning doesn't stop with the classroom. Which is why, we have designed programmes that help participants apply classroom learning to their business challenges. This real-time intervention enables participants to stay relevant in a dynamic business scenario, and the organisations to stay continuously competitive. We call this Real Results, where application is often as vital as the learning itself.



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