Perpetuating the Family Enterprise

Family businesses today employ half the world’s workforce and generate more than half of the world’s gross domestic product. In India, as much as 71% of the Bombay Stock Exchange capitalization is contributed by companies run by families. In fact, though well-governed family businesses have a competitive edge in today’s turbulent market place, their needs, problems, and prospects are often not given the kind of attention they deserve. The ISB’s aim is to make you future ready by arming you with knowledge that will equip you to stay competitive in a global business environment. So you can be one step ahead.

FAMILY BUSINESS VS BUSINESS FAMILY

KNOW WHAT IT TAKES TO KEEP THE WHEEL TURNING
About the programme
This unique programme examines the special challenges that a family leader faces in balancing the needs of the business against the requirements of the family. More importantly, it examines in great depth the issue of perpetuity and continuity. The programme discusses some key issues in running a family business such as maintaining the profitability of the business in the long term, and preparing the next generation for taking over the responsibilities of the family business.

Given the interplay between business and family, many areas could be sources of potential conflict. The programme explores best practices, tried and tested for over 20 years, in proactively dealing with these issues.

The programme also focuses on the difficult task that Independent Directors face. That of creating value for the business while conforming to the values of the family. The programme is very comprehensive, providing relevant insights through discussion of International and Asian case studies.

Programme dates
The programme starts at 7.00 pm on October 24, 2009 and concludes at 5.00 pm on October 28, 2009 at the ISB campus.

Programme fee
INR 1,50,000* (Inclusive of charges for accommodation and food. Fee excludes mandatory taxes applicable)

Faculty
Professor John Ward is a Clinical Professor and Co-Director, Center for Family Enterprises, Kellogg School of Management. He teaches and studies strategic management, business leadership, and family enterprise continuity. He is an active researcher, speaker, and consultant on succession, ownership, governance, and philanthropy. He is the Wild Group Professor of Family Business at IMD (Lausanne, Switzerland), and is a regular visiting lecturer at Hong Kong University of Science and Technology, Bocconi University, the Stockholm School, and IESE.

Professor Kavil Ramachandran is the Associate Dean of the Indian School of Business. He received his PhD from Cranfield, UK. Ramachandran is also the Thomas Schmidheiny Chair Professor of Family Business and Wealth Management and was previously with the Indian Institute of Management - Ahmedabad. Over the years, Kavil has had varied professional experience across the world. His focus has always remained entrepreneurship and family business. His research interests include challenges of professionalization of family business, formation of clusters of knowledge-based industries, growth strategies and corporate venturing. He is also a member of the National Advisory Committee on Science & Technology Entrepreneurship Parks/Technology Business Incubators, Government of India since 2003.

Who should attend
Leaders of family firms, owners of family firms, next generation leaders of family firms, spouses, independent directors, and advisors to family firms.

We encourage participation of a team of members from families and businesses to establish a shared vocabulary and learning experience.

Programme contents
- Perpetuating the family business
- Professionalizing the family firm
- Strategic planning and the family business
- Succession planning
- Family business governance
- Family meetings and business boards

Programme benefits
- The programme is very specifically designed with the family business in mind. It will help the participant take home an objective assessment of the family business culture. The small group case discussions will help in understanding how other family leaders perceive the same issues that concern the participant’s business.
- Again, the research and cases presented by the faculty are based on many years of closely working with family businesses of varying complexity the world over.

Other programmes recommended
- Leading Teams for High Performance
- ISB-Kellogg Global Advanced Management Programme
- Transformational Leadership Programme

Application process
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 between 2-4 weeks before the commencement of the programme. There will be no refund if information is sent less than two weeks in advance.

Some of the companies that benefitted from the programme previously:
- Dalmia Cement (Bharat) Limited
- Desaín Private Limited
- Indo Asian Fusegear Limited
- Usha Martin Limited
- Suzlon Energy Limited
- Adarsh Wilmar Limited
- Ajmera Group of Companies
- Andhra Sugars Limited
- Biological E Limited
- Cholayil Pharmaceuticals Private Limited

Be a part of the vibrant CEE Alumni Network
Participation in this programme gives you an opportunity to become a member of the 7000+ strong CEE Alumni Network with Chapters in Hyderabad, Bangalore, Mumbai, New Delhi.

This forum provides you with an opportunity for lifelong learning with ISB through networking opportunities with other senior colleagues from a variety of industries and across spectrum of different global organisations. You also have 24X7 access to knowledge hosted on our alum website, the opportunity to be a part of seminars, coaching and expert forums.