

SUSTAINABLE IDEAS FOR  
FAMILY ENTERPRISES

arrows



## ISB-Kellogg Programme on 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 capitalisation 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 equipping you with knowledge to stay competitive in a global business environment. So you can be one step ahead.



“This programme has been giving me insights on how to keep family and family business together for the future generation.”

- Premkumar Kothari  
Chairman & Managing Director  
Fine Jewellery Manufacturing Limited

### 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 focusses 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 9.00 am on October 25, 2010 and concludes at 5.00 pm on October 28, 2010 at the ISB campus.

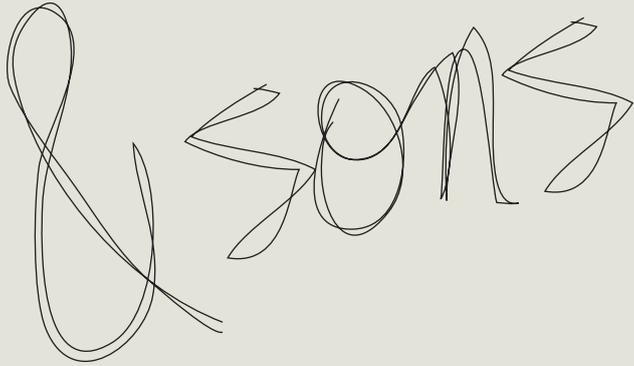
### Programme fee

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 Thomas Schmidheiny Chair Professor of Family Business and Wealth Management at the Indian School of Business. He received his PhD from Cranfield, UK. Professor Ramachandran was previously with the Indian Institute of Management - Ahmedabad. Over the years, Ram has had varied professional experience across the world. His focus has always remained on entrepreneurship and family business. His research interests include challenges of professionalisation of family business, formation of clusters of knowledge-based industries, growth strategies and corporate venturing. He is closely associated with the Family Business Network International (FBN), the largest network of family businesses across the world.

### 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
- Professionalising the family firm
- Strategic planning and the family business
- Succession planning
- Family business governance
- Family meetings and business boards

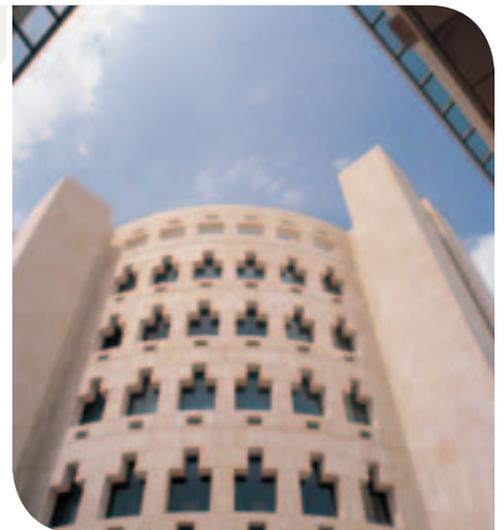
### Programme benefits

- 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

### 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.



### Management Level

Top	95%
Senior	5%

### Industry Mix

Chemicals	25%
Financial	10%
Material and Construction	10%
Manufacturing	40%
Retailers	10%

### Department Mix

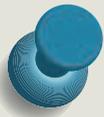
General Management	100%
--------------------	------



### **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



### **Other programmes recommended**

- Tools for Growing your Business  
April 19 - 22, 2010
- Transformational Leadership: Tapping into your Personal DNA  
August 27 - 31, 2010
- Leading into the Future: A Scenario-based Approach  
October 12 - 15, 2010