



Program on
**Leadership
in Family Business**
For Generation next Leaders

Designed by



Conducted by



Aries Consulting
Group



Present day businesses across sectors and of all sizes are facing an unprecedented pace of change not only in Market Conditions but in Technology, Innovation, Human Behaviours and disruptions in almost all domains. We are talking about the post-industrial society, being transformed on daily basis by hyper performing technologies, supported by information revolution, phenomenal connectivity at the global level, and unprecedented mobility of goods, people, capital and knowledge. Though all these changes are man-made, it is now the humans that have trouble to follow, fully understand and manage the exponential changes. In many domains we are faced with the need for a new paradigm, yet the solution seems far from real.

Nothing can be compared to the exponential growth of human knowledge. In 1900 it took 100 years to double, in 1945 this happened in 25 years, in 2014 it has taken only 13 months, and by 2020 it is expected to happen in 12 hours! Number of Internet connected devices in 1984 had been 1,000 and in 2014 their number is estimated to be at 10 billion. Just seven issues of the New York Times contained more information that a person was likely to come across in his/her entire lifetime in the 18th century.

All this have drastic implications for business operators. Market dynamics and increased sophistication of demand, supported by global competition is very complex requiring new competencies. But the question is where and how will they acquire them, to enable them to be equipped for the new challenges.



DEVELOPMENT

Towards the next
Generation of Business
Leadership Development

**Specific developmental needs
of family business leadership**

Over the last 20 years the attention paid by business schools to family business has been constantly growing. Partly, because some of the globally most successful companies are family owned and controlled, and partly because passing on from generation to generation seems to be a particularly serious

challenge. The recently published article in Harvard Business Review reports that, on an average the survival rate of second generation, in business, is only 30%, that of the third generation is 12%, and of the fourth only 3%. Several programs and specialized centers are focused on the problems of family companies (particularly in US, Australia, Germany and Sweden), but the needs for a non-degree, highly interdisciplinary, and individually tailored training program – combined with coaching and consultancy - are big. Based on high-impact scientific publications the global top experts on family business are: Prof. John Ward from Kellogg School of Management, Prof. Frank Hoy from Worcester Polytechnic Institute, Prof. Jess Chua from Calgary University, Prof. Pramodita Sharma from Babson College, Prof. Nigel Nicholson from London Business School and Prof. John A. Davis from Harvard Business School.

In India, 90% of businesses are governed by families. Time and again, several research on Family Business in India is proving one point. That the coming years belong to the family businesses in the overall growth of GDP. Though traditionally it was the same, the difference is coming in the way of second and third generation entrepreneurs taking the business aggressively and productively. However the challenge is that, only 15% of the family businesses in the country have well defined succession plan in place.

Apart from succession planning, family businesses also lack the abilities or competencies to manage several other challenges in taking the businesses to the next levels. There are several other issues other than succession planning matters. To name a few; Inter-family disputes, patriarch acting as a control freak, lack of professional management and professional participation, absence of family constitution on running of businesses and handling family wealth, lack of written understanding to address any conflict, lack of communication amongst the family members, unsound and unfair policies for the employees, lack of quality controls to keep pace with the modern techniques and advancements, are the key challenges to any family business in India.



FRED
FOUNDATION FOR RESEARCH,
EDUCATION & DEVELOPMENT

Helping you shape
things for better

Foundation for Research, Education and Development (FRED) is a non-profit trust, having made inroads in to areas of Organization Development (OD), Family Business Consulting (FBC), Innovation, Coaching and Leadership areas. FRED had MoU with Witten School of Family Business in Germany for Family Business Research, and MoU with Fielding University for offering certification programs on coaching. FRED is the only organization to host and organize several OD conferences in India and in other Asian countries. FRED, over a period of 10 years, has created a network of faculty across the world and had started offering specialized courses for specific targeted audience. In the last six months, through intensive preparatory discussions, the following features of FRED's concepts have been developed on the Need for Developing Leadership Competencies in Family Businesses.

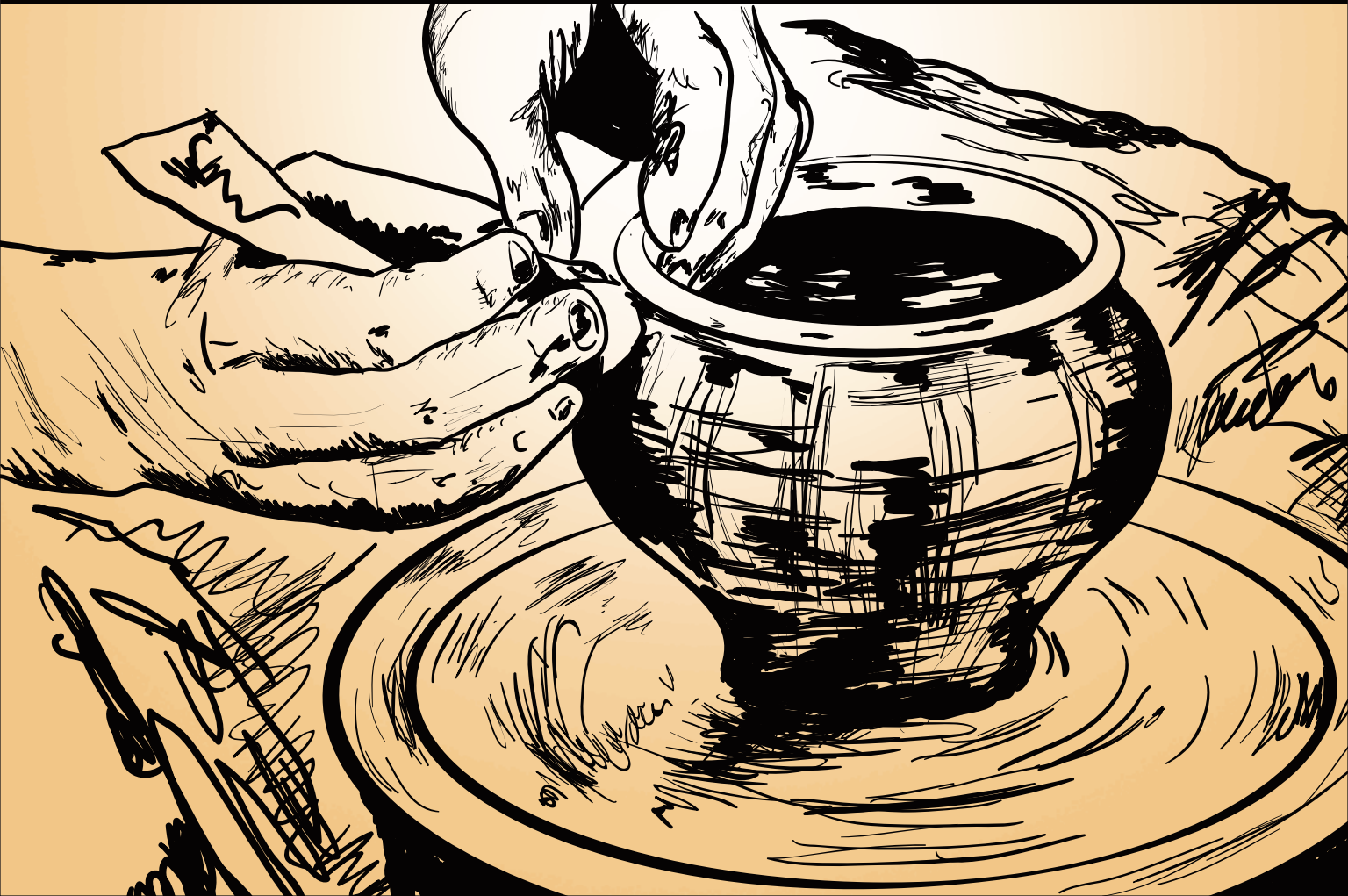
The scope and course curriculum have been developed for the target audience who are having a businesses running from Rs.100Cr and above and preferably from the second / third generation, entering the businesses under the direction of its founder.

FRED will offer its courses to candidates (number of participants 18-24) fulfilling the following criteria and conditions:

- Previous education: Preferably a graduate but not restricted
- Proficiency in English
- Few years of managing businesses is considered as advantageous and welcome
- Must have a business turnover of a minimum of Rs.100 crores and above
- Must be a second / third generation entrepreneur

The Program

The program is designed to fill the Skills and Competency Gap of each candidate, by top faculty with knowledge, experience and highest pedagogical standards. Emphasis will be on the following modules and subjects: Personal Awareness, Family Business Environment, Conflict Management, Marketing, Sales and Branding, Financial Management, Wealth Management, Managing Human Resources and Succession Planning.



Course Coverage

Personal Awareness

Module One (5 days)

- Application and Interpretation of Myers Briggs Type Inventory (MBTI)
- Out-Bound Learning (OBL)
- Leadership Assessment
- 4-D Model for Positive Change

Discovery: Identify and appreciate what works

Dream: Imagine what it might be

Design: Develop systems, structures leveraging the best of what was and what might be

Destiny: Implement or deliver the proposed design

Family & Business

Module Two (4 days)

- Roles & Responsibilities, Boundaries and Leadership in Family Business
- Vision, Mission and Strategies – Organization Development and Institution Building
- Family Business and Governance
- Conflict Resolution and Creating Harmony
- Professionalization and Internationalization of Business

Marketing, Sales, Branding & Corporate Communication

Module Three (6 days)

- Brand Identity and Promise
- Virtual and Physical Footfalls
- Sales Management
- Using Social Media and Digital Marketing
- Value Capture & Creation
- Building Strategic Value Links
- 3 P Pedigree-Proprietary-People

Financial Management

Module Four (6 days)

- Managing Personal Finances
- Managing Business Finances
- Wealth Management
- Creating Dash Board for better Decision Making

Managing Human Resources

Module Five (4 days)

- Selection and Recruitment Process
- Performance Management Process
- Career and Succession Planning
- Being a Statutory complaint company
- Managing the Loyal employees vs performers
- Managing People in Family Business Organizations and defining boundaries of the family members and employees.

Succession & Inheriting the Business and Wealth

Module Six (2 days)

Closure: Learning, Review, Reflections on the course

Module Seven (3 days)

For Information & Registration, contact

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