Managing

Family Businesses

A SERIES OF TEN WORKSHOPS ENABLING THE FAMILY BUSINESS TO GET ON THE FAST TRACK GROWTH

Center for Executive Education (CEE) at IBA, Karachi join hands with S.P. Jain Institute of Management & Research (SPJIMR), Mumbai catering the needs of the Family Businesses in Pakistan

S.P. Jain Institute of Management & Research (SPJIMR), Mumbai has been conducting this program for many years and by now over 500 family businessmen have gone through the program. Each of them without exception is looking forward to future with great optimism

Should you think of breaking the routine and add new perspectives in your business process, than this series is ideally suited for you!
In this epoch of great changes family businesses and businessmen are in crisis. It is not that all changes are bad. Rather what is disturbing is that we do not know how to behave in front of them.

We can see opportunity as well as threats in the changes.

Everybody says that we have to gear up, to change our mindset. The million dollar question is how? It is here that education can play a key role.

Despite reservations, over 500 businessmen aged over 40, decided to ‘try’. On completion of the first module, they are unanimous in saying that:

- Future will be different from past. Now we know how little we know.
- One can keep working hard on ‘doing wrong things’ and even kill oneself with overwork. Now we know the importance of ‘doing right things’ and raising ‘right questions’. We have never used our time more productively than this contact.
- The perspectives that unfold in our understanding are so valuable that the fees appear ‘irrelevant’. In fact the fee is the investment with shortest payback period we ever made.

**Lead Trainer:** Professor Parimal Merchant  
**Director Center for Family Managed Businesses at S. P. Jain Institute of Management & Research, India.** He has been giving courses in finance and general management. In finance his stress has been on applied finance in field of costing, working capital management and capital structuring. In General Management he has been teaching extensively the book “Managing for Results” by Peter Drucker. He has co-authored working paper on Succession Planning in Family Managed Business. He has presented various seminars on issues of Family Managed Businesses and role of MBA education in Small and Medium Family Managed Businesses. He has authored a case on CSR initiative in India published in an ASPEAN supported book project by AIM Manila. Watch on youtube Seminar at IBA by Prof. Merchant: http://is.gd/hXN4cs
TESTIMONIALS

Read from some of these people who have attended the program. If you are the critical decision-maker, not paying attention to what they have to say may turn out to be one of the most expensive decision.

“While congratulating SPJIMR team for launching this program, we are also very thankful – it appears to be perfectly designed for us.”

Though highly successful in his modern Jewellery business, Mr. Shishir Nivetia, 45, of Sunjewels Pvt. Ltd. says “My mood has changed. I have become enthusiastic about business and feel confident to grow fast and well. I have also learnt how to learn.”

“I was steering my business as per my vision. Now I learnt that vision also depends on the knowledge and our knowledge base was so limited” says Mr. Devchand Dharamsey 52, who is redefining the rules of laundry business with high technology and professional approach.

Being President of his family owned Rs. 100 crores plus Baidyanath, Mr. Ajay Sharma, 46, has put his company on new tracks. He expresses “When we learnt that management has to play three different roles of leader, manager and administrator. I realized that I was messing up these roles.”

Busy managing the diversified portfolio of his family’s interest in Real Estate, Hospitality and Acqa culture, Mr. Sharad Ruia, 38, discovers “During the exercise of ascertaining priorities for my business, I discovered our lack of clarity and the obvious wrong resource commitments being done so far.”

“In an assignment of penning down which needs of which customers are we catering through which products, we discovered that no-one throughout our company was clear about it”, found out Mr. Lokendra Sheth, 59, of Wudtools, who are market leaders in cutting tools.

Mr. Pranav Jasani, 50, Managing Partner in Delta Systems, who have carved out their own niche in the storage systems market says “I thought we knew finance well, until I learnt that for managerial meaning the Balance Sheet has to be recasted which we never did.”

“It was very revealing to learn how to even read effectively. I wished I had known it a decade ago.” Says Mr. Bharat Sheth, 41, heading Debt and Money Market Operations of Central Finance & Securities Ltd.

“How ridiculous it now appears that there is a whole science of managing operations even in services and that we believed ours to be a unique business all along.” Says Mr. Premchand Sumaria, 55, running the famous Sumaria Electronics and a consumer finance company.

Mr. Dharmesh Mehta 33, of NHB Bearings Ltd, having done his MBA 10 years ago confesses, “I was shocked when told that if we stop dealing with two of our largest customers, our profits will go up. When the statement was fully understood, I realized we were operating in dark.”

“In a simulation game of managing a business, we all realized our limitations in handling the interconnectedness of various dimensions of business. Now we know how much we need to learn” says Mr. Vinay Mehta 34, of Shree Vinod Management Services Ltd.

“On one hand the talk is of customer focus and on the other the realization that business based on services, quality, lower price etc. will be on the road to BIFR. True, management is the “Artistry of Balances” ” recollects Mr. Dinesh Goel, 32, having forays in Knitwear.

“I was amused at myself. Why did I set so small boundaries for the growth of my business? My dream is changing” says Nailesh Dalal 40, whose firm Dalal & Braocha Stock Broking Pvt. Ltd is ranked among top 5 broking firms of India.

Mr. Cherian Kavalam, 36, director of Turbhe Chemicals is happy. “It is an august company. Each one of us are keen to grow and to grow fast. Apart from the formal teachings, we are learning a lot form each other.”
Center for Executive Education (CEE) at IBA, Karachi join hands with S.P. Jain Institute of Management & Research (SPJIMR), Mumbai catering the needs of the Family Businesses in Pakistan. This series of workshops is designed for the owners who also are managing the business. It is a modular workshop series that would run for 10 month covering one weekend – Friday (Half Day) and Saturday (Full Day), once a month.

It is designed to address the concerns about adapting to the emerging opportunities and managing the growth. It aims at providing a guided opportunity to the participants,

a. To reflect on their current style of running business,

b. Identify the new elements required for gearing up for the change &

c. Start working on the same.

It involves structured work in all the three areas of Knowledge, Skill and Attitude. It is not a subject-linked curriculum based program. Rather it addresses the following issues in holistic manner covering all the areas of management:

<table>
<thead>
<tr>
<th>#</th>
<th>Workshop</th>
<th>Fees</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is the job of top management? Balancing between ‘today’ and ‘tomorrow’.</td>
<td>Free</td>
<td>October 19, 2012</td>
<td>0230pm to 0500pm</td>
</tr>
<tr>
<td>2</td>
<td>How to decide on the priorities? Differentiating between opportunities and problems</td>
<td>Rs. 30,000/-</td>
<td>October 20, 2012</td>
<td>0900am to 0500pm</td>
</tr>
<tr>
<td>3</td>
<td>Where to focus on business? Identifying areas that ‘matter’ and the areas to be ‘abandoned’.</td>
<td>Rs. 30,000/-</td>
<td>December 7, 2012</td>
<td>0230pm to 0500pm</td>
</tr>
<tr>
<td>4</td>
<td>How to strengthen our business model? Understanding who will contribute to our success and why they will do so.</td>
<td>Rs. 30,000/-</td>
<td>December 8, 2012</td>
<td>0900am to 0500pm</td>
</tr>
<tr>
<td>5</td>
<td>How to manage people? Different people need different treatment.</td>
<td>Rs. 30,000/-</td>
<td>January 4, 2013</td>
<td>0230pm to 0500pm</td>
</tr>
<tr>
<td>6</td>
<td>How to manage operations differently? Different kinds of task and different measures of time.</td>
<td>Rs. 30,000/-</td>
<td>January 5, 2013</td>
<td>0900am to 0500pm</td>
</tr>
<tr>
<td>7</td>
<td>What value we are creating for whom? Identify the value, communicate and get rewarded for that.</td>
<td>Rs. 30,000/-</td>
<td>February 15, 2013</td>
<td>0230pm to 0500pm</td>
</tr>
<tr>
<td>8</td>
<td>How to manage money? Understanding finance and costs.</td>
<td>Rs. 30,000/-</td>
<td>February 16, 2013</td>
<td>0900am to 0500pm</td>
</tr>
<tr>
<td>9</td>
<td>What goes in making a ‘better’ business? The role of strategy and the options we have.</td>
<td>Rs. 30,000/-</td>
<td>March 15, 2013</td>
<td>0230pm to 0500pm</td>
</tr>
<tr>
<td>10</td>
<td>How to get ready for ‘tomorrow’? The role and process of business plan and innovation.</td>
<td>Rs. 30,000/-</td>
<td>March 16, 2013</td>
<td>0900am to 0500pm</td>
</tr>
</tbody>
</table>

Workshop Fees
First Workshop free
All other workshops Rs. 30,000/- each (per participant)
All workshops are inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

Fee Discount Policy
*10% Discount for 2 or more than 2 participants from the same organization/family
**15% Discount for 5 or more than 5 participants from the same organization/family
***20% Discount when you register for all workshops at once
PS: Any one discount can be availed. Limited Seats. Registrations on Selection basis.

For Registration:
Tel: (021) 38104700 (Ext: 1801, 1804,1805)
Fax: (021) 38103008
Email: ceeinfo@iba.edu.pk
Address: CEE, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.

Join us: facebook.com/groups/ceeinfo.iba