

Managing Family Businesses

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

Attend the first of
the workshop and
find out for yourself
what is the value
that this program
series can make to
your business, your
family and to your
self

**First Workshop: What is the job of top management?
Balancing between 'today' and 'tomorrow'.**

Date: 13 November, 2015, **Time:** 0900am to 0630pm

Venue: Gujranwala Business Council, Gujranwala

**Should you think of breaking the routine and add
new perspectives in your business process, than
this program is ideally suited for you!**

BUSINESSMEN GOING TO COLLEGE?

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



Sounds incredible.

The common response is:

- ⊙ *We have made it. We already 'know'.*
- ⊙ *Who has the time?*
- ⊙ *Paying any fee for our education at this age? It is out of question.*

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 - Global FMB Program at S. P. Jain School of Global Management. 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.

Mr. Mohammad Bilal Khan

IQBAL Stationery Mart, Jinnah Road Quetta

attended Managing Family Businesses Series (Oct 2012 to Nov 2013)

"The family managed business series of workshops helped me in refreshing the important analytical tools that I learnt sometimes back in college but forgot to apply in business. It helped me to chalk down my main objective and be clear in achieving it...Now I am clearer as to what I should do or should not do in my day to day decision making... I liked the practical business examples by facilitators in this series....the experience sharing by other participants was also valuable. I will definitely suggest many family members and friends in this workshop.....Many of businessmen that I know are facing difficulty in making right decisions at right time...some are demotivated and lack scientific analytical managerial tools...this workshop will certainly guide them to gear up for success and accomplishments. This series has everything that one requires. IBAs Collaboration with SPJIMR is valuable since it gives international exposure to the participants...India being neighboring country and competitive in business and participants get good flavor of resource persons. Faculty is really good and overall environment is awesome....I wish IBA best of luck for the new series of workshops."

Mr. Abdullah Feroz

Director, Dollar Industries (Pvt.) Ltd.

attended Managing Family Businesses Series (Oct 2012 to Nov 2013)

"After attending these workshops in IBA during last 8-9 months I used to ask myself, it does not sound good if ignore the warning signs. Real life examples are available on any argument, query, disagreement etc. I will recommend this series to all family businessmen and members of their families. Normally in family business management positions are inherited, whereas management is a responsibility and discipline, I hope after attending these workshops, Family Members will be in a position to differentiate Ownership, Business and Management. The faculty of SPJIMR was Superb & Admirable."

Mr. Osama Shuja

Project Manager, Shujauddin & Brothers

attended Managing Family Businesses Series (Oct 2012 to Nov 2013)

"This series helped identifying weakness and neglected areas especially areas where small changes mean increase in profitability as well as correcting focus on business in terms of continuity and growth. This program deals with practical issues faced by business people in their daily routine and as a result have been assumed to be under control/solved. In reality these underlying issues hamper growth and performance of organization. Due to practical nature of the workshop, I will recommend other Family Businessmen in Pakistan to join this one of a kind series."

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."

THE MANAGING FAMILY BUSINESSES WORKSHOPS

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 full day. 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,

- To reflect on their current style of running business,
- Identify the new elements required for gearing up for the change &
- 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:

Managing Family Businesses Calendar 2015-16 (v1) - Gujranwala				
Workshop	Faculty	Date	Duration (Days)	Fee (PKR)
What is the job of top management? Balancing between 'today' and 'tomorrow'.	Prof. Parimal Merchant	13-Nov-15	1	30,000
How to decide on the priorities? Differentiating between opportunities and problems	Prof. Parimal Merchant	22-Dec-15	1	30,000
Where to focus on business? Identifying areas that 'matter' and the areas to be 'abandoned'.	Prof. Parimal Merchant	26-Jan-16	1	30,000
How to strengthen our business model? Understanding who will contribute to our success and why will they do so.	Prof. Parimal Merchant	23-Feb-16	1	30,000
How to manage people? Different people need different treatment.	Prof. Neeraj Manchanda	19-Mar-16	1	30,000
How to manage operations differently? Different kinds of task and different measures of time.	Prof. Boman Moradian	26-Apr-16	1	30,000
What value we are creating for whom? Identify the value, communicate and get rewarded for that.	Prof. Parimal Merchant	24-May-16	1	30,000
How to manage money? Understanding finance and costs.	Prof. Parimal Merchant	26-Jul-16	1	30,000
What goes in making a 'better' business? The role of strategy and the options we have.	Prof. Parimal Merchant	23-Aug-16	1	30,000
How to get ready for 'tomorrow'? The role and process of business plan and innovation.	Prof. Parimal Merchant	20-Sep-16	1	30,000

Workshop Fees

First Workshop free

All other workshops **Rs. 30,000/-** each 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.

For Registration:

Mobile Gujranwala: 0333-4322440

Tel Karachi: (021) 38104701 Ext: 1804, 1807, 1809

Fax: (021) 38103008

Email: ceeinfo@iba.edu.pk

Address: CEE, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.

All payments 100% advanced. PO/DD in the name of "IBA, Karachi"