

# SeLF-Senior Leadership of Family Enterprises

**REFLECT, REBOOT , RE-EMERGE**

*An immersive short-term program for  
Owner- Leaders of Family Enterprises*



*Courage · Heart*

SPJIMR's Senior Leadership of Family Enterprises (SeLF) is an online short-term program for owners of Family Businesses.

It addresses the needs of owners of Family Managed Businesses, who are actively involved in managing the business currently, and who seek to scale and strengthen their business across generations, by addressing specific gap areas.



## ABOUT THE PROGRAM



## PROGRAM GOAL

To seek to reflect on current business models, build an understanding of key developments in various management areas relating to business, family and ownership of family enterprises, and thereby help the owners of family enterprises reboot and re-emerge stronger.

## SALIENT FEATURES

- 8-weeks online program
- 3- 4 sessions over each weekend for 6 consecutive weeks, followed by Business and Role Plan presentation in the 8th week
- General Management Program followed by deeper understanding of one's industry vertical
- Program Modules: **Reflect, Reboot, Re-Emerge**
- **Reflect:** On your business, family and yourself in the current state and how can things be different
  - **Reboot:** Switch off the old and start afresh
  - **Re-Emerge:** Align your business, family and self for the future
    - Opportunity to meet and interact with Industry Leaders
    - Involvement of senior faculty from SPJIMR's FMB
    - Small batch size
    - Certificate of participation.

# ADDITIONAL BENEFITS

- Invite to SPJIMR's FMB Alumni events
- Opportunity to network with the 3500 + SPJIMR FMB community



# PROGRAM STRUCTURE

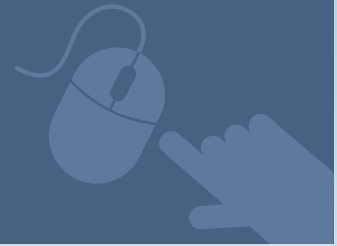
SPJIMR's SeLF is an online 8 week program spread over 20 sessions. The program comprises three modules: Reflect, Reboot, Re-Emerge detailed as below:

<p><i>Reflect</i></p>	<p><b>Session 1 to 3 – Reflecting on Self and Family’s Desires &amp; Motivations</b></p> <p>Session 1: Understanding Self – Desires and motivations</p> <p>Session 2: Understanding the Family’s Desires &amp; Motivations</p> <p>Session 3: Revisiting Family Vision - Mission and re-aligning strategy with Family Vision-Mission</p>
<p><i>Reboot</i></p>	<p><b>Session 4 to 9 – Revisiting Business Challenges</b></p> <p>Session 4: Understanding the Business Environment in which you operate</p> <p>Session 5: Relooking at markets and customers</p> <p>Session 6: Evaluating options in Finance</p> <p>Session 7: Understanding technological disruptions in your business</p> <p>Session 8: Changing the organization for surviving and thriving</p> <p>Session 9: Building leadership skills for a long-lasting family business</p> <p><b>Session 10 – 19 – Redesigning Business</b></p> <p>Session 10 to 19: Participant to choose any one specialized module from the following options:</p> <p>Module 1: Redesigning a Manufacturing business post-Covid</p> <p>Module 2: Redesigning a Service business post - Covid</p> <p>Module 3: Redesigning a Retail business post - Covid</p> <p>Module 4: Reimagining a Real Estate business post- Covid</p>
<p><i>Re-Emerge</i></p>	<p>Participant to present a Business Plan</p> <p>Session 20: Presentation of a plan for change</p>

## WHO CAN APPLY?

A potential candidate for the SeLF program needs to fulfill the following criteria:

- Be an owner of a family managed business
- Has an active role in the business currently
- Has passed an undergraduate program in any field
- Age: 35 years+
- Should be comfortable with English



## PROGRAM FEES

Description	Amount	Amount with 18% GST
First Instalment	Rs. 60,000/-	Rs. 70,800/-
Second Instalment	Rs. 45,000/-	Rs.53,100/-
Total	Rs. 1,05,000/-	Rs. 1,23,900/-

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