



**LiFE: Get InSPired**

**Ladies in Family Enterprise (LiFE) Programme**

**ENGAGE. ENHANCE. EMPOWER.**

*A transformative programme for women from business families*

## Why LiFE programme

SPJIMR 's Centre for Family Business and Entrepreneurship (CFBE) is committed to building and nurturing entrepreneurship among family businesses and start-ups for 27 years.

The Centre has taken this first step towards empowering women from business families by equipping them with the appropriate skill sets, networks, and mentorship to recognise themselves as contributors to family businesses or to support them in starting their own entrepreneurial ventures.



## Ladies in Family Enterprise Programme

### About the programme

SPJIMR's Ladies in Family Enterprise (LiFE) Programme is tailored for women who currently have little or no role in their family businesses but are actively looking to enhance their roles within these enterprises or embark on their own entrepreneurial journey. The programme offers a blend of one-on-one mentorship and extensive skill enhancement sessions, enabling participants to develop critical business skills and gain the insights necessary to thrive in today's competitive landscape.



### Key objectives



**Networking and leadership:** *Build* a supportive network of like-minded women and industry leaders, enhancing your leadership presence and influence.



**Understanding family dynamics:** *Explore* the unique challenges and opportunities of working within family businesses, fostering healthy communication and collaboration.



**Entrepreneurial skills:** *Develop* an entrepreneurial mindset, focusing on creativity, resilience, and effective problem-solving.



**Strategic thinking:** *Learn* how to analyse business models, identify growth opportunities, and create actionable plans for innovation and sustainability.



**Financial acumen:** *Gain* essential knowledge in financial management, budgeting, and investment strategies to make informed decisions.



## Programme highlights

- **Four- month** programme with Hybrid Sessions.
- **Three weeks** of general management concepts followed by one week of electives and a final business plan presentation.
- **One-on-one** mentorship from domain experts and mentors.
- Three sources of mentorship: **LiFE Confidante, LiFE Marshal, and LiFE Coach.**
- Foster an **entrepreneurial and business** creation mindset.

## Programme takeaways

- Opportunity to network and interact with SPJIMR's Family Business and Entrepreneurship community
- Build a supportive network of like-minded women and industry leaders, with a rich networking platform featuring FMB alumni and functional domain experts from diverse sectors.
- Explore the unique challenges and opportunities of working within family businesses, fostering healthy communication and collaboration.
- Earn a programme completion certificate from one of India's top B-schools.

## Programme modules

1. Understanding self	7. Sales and digital marketing
2. Understanding a business and family dynamics	8. Strategic leadership and financial acumen in Family Business
3. Basics of finance	9. Technology and its use in business
4. Leadership and developing an entrepreneurial mindset	10. Developing strategies
5. Understanding your product/service and target customer	11. New venture creation
6. Sales and digital marketing	12. Prototyping

Additionally, sessions by LiFE Coach and LiFE Marshal provide participants with real-time industry insights. The programme culminates in a business plan presentation by participants.

## Three sources of mentorship



### LiFE Confidante

A family member who supports the participant in transitioning from a business family member to an active family business member.



### LiFE Coach

Industry experts specialising in specific domains.



### LiFE Marshal

Women alumni of the Family Business and Entrepreneurship programmes who are successfully running their own family businesses.

## Eligibility

A potential candidate for the LiFE programme should meet the following criteria:

- Is a woman from a business families with little or no role in the family business.
- Age: preferably 30 years or older.



### Check out our blogs:

<https://www.spjimr.org/course/ladies-in-family-enterprise-life/blogs/>



### Promo Video:







**SPJIMR**

Centre for Family Business  
& Entrepreneurship

**#rediscoverlifethroughLiFE**

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