

**FAMILY  
BUSINESS  
Succession  
MANAGEMENT  
Programme**

**March 21 to 25, 2020**



**Entrepreneurship  
Development  
Institute of India,  
Ahmedabad**

## BACKDROP:

**G**lobally Family businesses are the most traditional forms of enterprise and have a profound impact on society and economy. The enterprises vary in terms of nature, size, scope and ranges from 'Mom-and-pop' shops to large privately held conglomerates. Studies claim that family business represents 90% of all US business and employ over half the workforce. Estimates further suggest 40% of all fortune 500 companies are family owned and controlled. Studies also suggest the survival rate of family businesses are very low following successive generation coming to business. The reasons are attributed to lack of interest among the successors in the family business, sibling rivalry and conflicts in the family business. The Family relationships often become a double-edged sword for the family business. The family businesses are also not immune to the dynamism and complexities existing in the external environment, and there is continuous pressure and, thus hindering skill shortage, resistance in terms of innovation, technology advancement. Hence, the family businesses must acknowledge the fact that they will have to adapt faster, innovate earlier, and become far more professional in the way they run their operations.

### **FAMILY BUSINESS SUCCESSION MANAGEMENT PROGRAMME :**

Succession Planning is one of the significant dimensions of family businesses. Yet it continues to be one of the most critical challenges today. Several studies claim that improper succession planning is a major deterrent to the survival of family businesses beyond the first generation. The impact of a poor succession planning reflects on revenues, market capitalization, margins and image of the firm. The founders, although mindful of the significance of succession planning, pay little attention to the issue, so much so that the subject is relegated to a back seat. The programme on Succession Planning in Family Business at EDII is custom designed to address specific challenges faced by family businesses in planning for succession.

### **WHY 'FAMILY BUSINESS SUCCESSION MANAGEMENT PROGRAMME':**

The programme is exclusively designed for the next generation members of the business-owning families as well as second/third generation young leaders. The five-day programme will provide valuable inputs to design specific action plans to effectively manage issues of succession in family business, thus bringing about a renewed perspective to visualise the enterprise.

### **TEACHING METHODOLOGY AND CURRICULUM:**

- The programme will include lectures, case study discussions, group activities, situation analysis and brainstorming sessions
- Guest speakers from 'family business fraternity' (family business leaders) will be invited to discuss their family business context.



## CURRICULUM

- Family Business: Vision, Mission, Values
- What Makes Family Businesses Unique?
- Family Business Dynamics (The Three Circle Model of Family Business)
- Identifying the Challenges for Family Business in India
- Succession Planning for Continuity (SPEC) in Family owned Business
- The Succession Planning Process & Key Steps
- Driving Sustainable growth and Achieving Profitability in Family Business?
- Creating Family Business Constitution
- Capturing the Growth Strategies and Identifying the Ideal Growth Plans in Family Business
- Assessment of New Business Opportunity for existing businesses
- Formulation of Family Business Plans, Presentations and Feedback

### OUTCOME:

The participants will learn

- how to focus on the current status of the business and develop a mindset to imbibe the elements of formal succession planning
- how to identify the aspirations of the next generation for executive roles
- how to identify specific competencies desired for a successor and how to nurture a successor in acquiring specific competencies
- how to manage ownership challenges during the process of succession by bringing about transparency
- how to make operational guidelines to ensure smooth role transitions
- how to evolve a business management system to become a sustainable enterprise

### ELIGIBILITY AND FEE:

The participants should be:

- the founder or next generation members of any family business
- actively engaged or willing to get engaged in the family business in near future
- professionals/managers who are leading family owned businesses
- an individual with business idea who wishes to take up an entrepreneurial career

### FEES:

- INR 22,500/- (plus GST) for residential (single occupancy accommodation)
- INR 13,500/- (plus GST) for non-residential participants.

### REGISTRATION:

Prospective participants may write to Programme Coordinators:

**Dr. Amit Kumar Dwivedi**

Associate Sr. Faculty

M : 9725525219

Email : akdwivedi@ediindia.org

**Dr. Pankaj Bharti**

Faculty

M : 9924441365

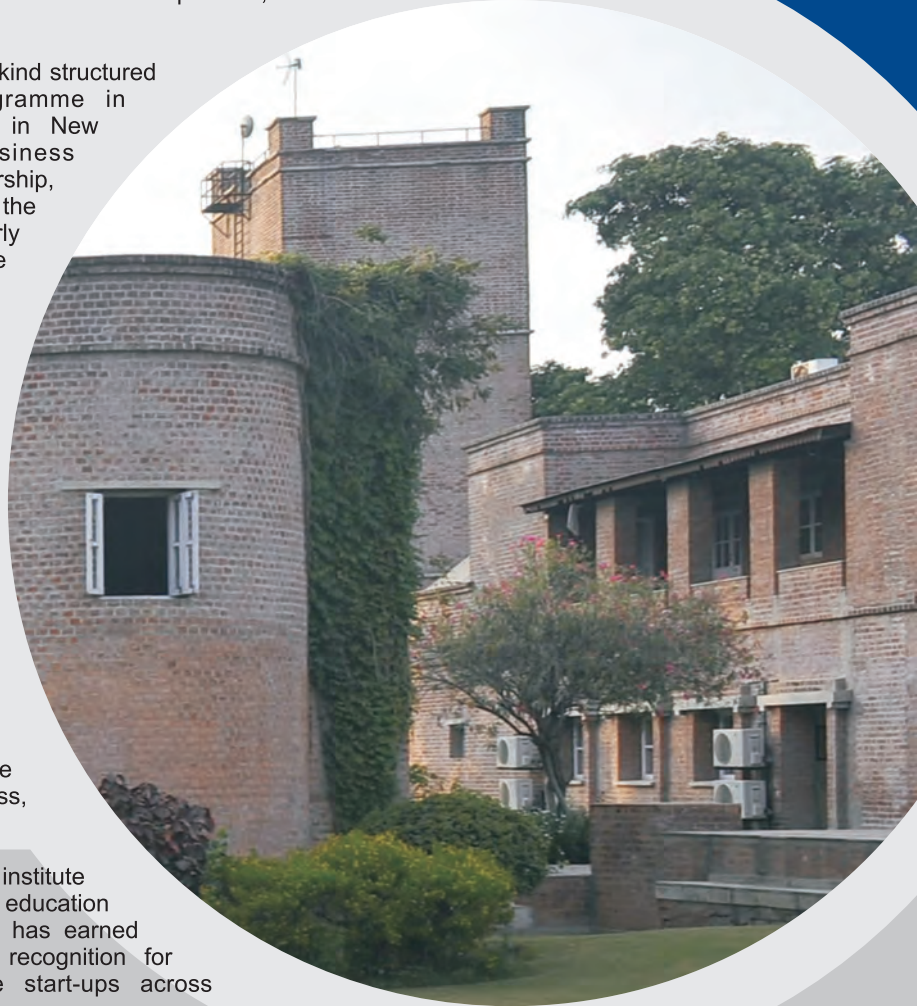
Email : pbharti@ediindia.org

## ABOUT EDII:

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and Uzbekistan, in addition to efforts in the process, in select African countries.

Pioneering in launching the first-of-its-kind structured educational Post Graduate Programme in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Social Entrepreneurship, EDII made a conspicuous impact in the field of education and research. Similarly to enhance the impact of EDPs, the Institute introduced industrial and artisanal cluster development model (including cluster development executives' concept) leading to formulation of cluster development scheme. The informal sector was gradually brought into the fold of the cluster mechanism. Rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today, EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. Institute's Incubation Centre, CrAdLE, set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating start-ups in the potential areas of food/agri business, renewable energy and healthcare.

Thus, EDII is the first national resource institute in entrepreneurship training, research, education and institution building. The Institute has earned regional, national and international recognition for boosting entrepreneurship and the start-ups across segments and sectors.



## Entrepreneurship Development Institute of India

(Via Ahmedabad Airport & Indira Bridge)

Village & P.O. Bhat, Gandhinagar (Dist) -382 428, Gujarat

Phone 079-23969159, 23969161, 23969163 | Fax No.079-23969164

E-mail: [info@ediindia.org](mailto:info@ediindia.org) | Website: [www.ediindia.org](http://www.ediindia.org)