

# DO YOU WISH TO BUILD A LEGACY OF YOUR FAMILY BUSINESS?



One of its kind learning retreats to challenge, provoke and inspire you to dream big.

Set in some of the most inspiring environments that India has to offer, the retreats will help you discover the true potential of yourself and the business, while showing a clear path to achieving it.

## ADVANCED FAMILY BUSINESS PROGRAMME

PLANNED RETREAT DATES: OCTOBER 2-8, JANUARY 7-13TH, APRIL 7-13TH



# FOR HIGHLY AMBITIOUS FAMILY BUSINESS OWNERS & ENTREPRENEURS

Highly interactive and immersive retreats in inspiring locations with the finest operationally experienced and academic minds. This will deliver best in class frameworks, tools and rituals to promising current generation leaders of family businesses to manage and scale most effectively and profitably

## Unique Programme Features

- Executive retreats spread over 6 months
- Optimise your rational, emotional and behavioural responses to family and business through innovative sessions
- Individual mentoring throughout the duration of the programme to guide you to make the most of the opportunity
- "Learn: Distil: Apply: Refine" with carefully orchestrated retreats and sessions to maximise your final output. You will be applying every relevant learning into your business right away to see the impact
- Remarkably curated locations for each retreat: First, in the lap of the Himalayas at Kasauli; Second at the highly coveted, IIM Ahmedabad; Third at Vivaana Culture Hotel, Shekhawati
- Highly personalised learning experience with a small, selected group of participants



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# PEDAGOGY

The programme is a set of 3 retreats, each for a duration of 5 days. A deliberate gap between each retreat is designed to allow you to distil and apply the learnings in your business and come back with a more refined vision for the next retreat. These “bridge modules” will also cover some online sessions and continued interaction with faculty and mentors.

Each participant will be paired with a suitable mentor who would nudge and guide individual journey through the entire duration.

The content and sequencing of each retreat is orchestrated in a very deliberate manner to ensure that every individual's pursuit gets more refined as you “learn, distil, apply and refine”

Every session will be highly interactive involving case discussions, workshops and presentations with a lot of emphasis on group work.

***Be agents of change in  
your family business and  
drive transformation***



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# RETREAT 1: VALUE FOUNDATION AT HAWKSDALE, KASALI

STARTING OCTOBER 2ND, 2023



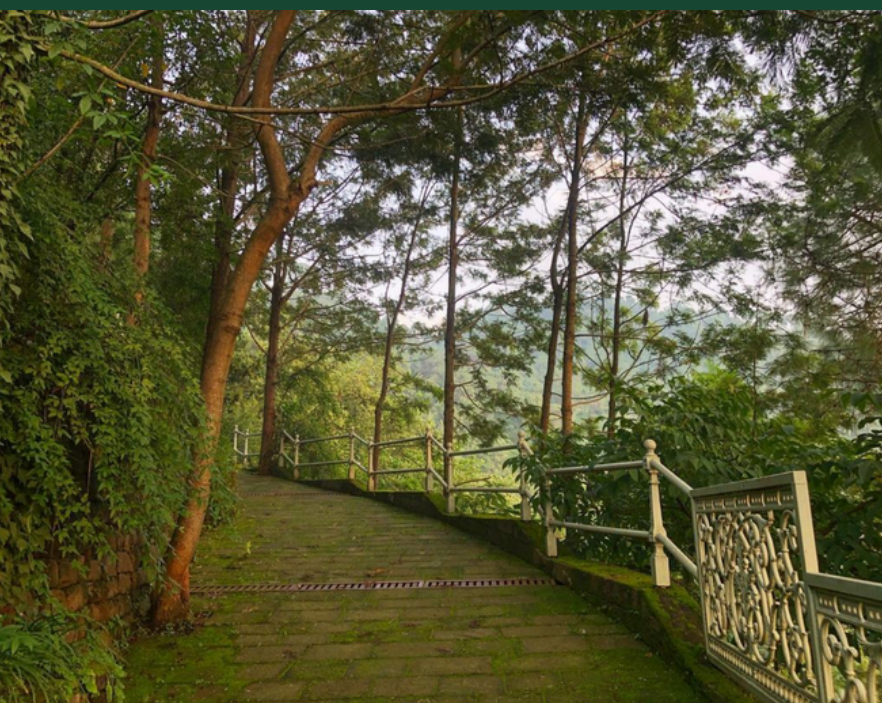
Set in a 40 acre lap of Himalayan nature with rooms in different cottages and villas spread across the property, Hawksdale has been chosen as the location for our first retreat. In this first module on Value Foundation you will see the importance of activating your emotional brain to the fullest and what better place than Kasauli to do that.

Just 1.5 hour drive from Chandigarh, Kasauli is a paradise at 6,000 ft altitude in Himachal Pradesh. Besides strategic foundation sessions, some outdoors in the nature, you engage in hiking, cycling, yoga, birding etc. In this intimate setting, all your senses are guaranteed to be evoked.



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## **Objectives of Value Foundation Retreat**

The first retreat introduces participants to a pathbreaking and unique strategy framework that helps in converting any pain into a high value business asset. You will also work on enhancing your ability to think both rationally and emotionally about innovation and customer value.

## **Topics Covered in Retreat 1:**

1. The Val-More Framework: Self Diagnostic by participants
2. Power of "Enterprise Vision" in creating a strong value foundation
3. Cases of Chateau Margaux & Louis Vuitton among others
4. Self-exercise and presentations
5. Building a brand identity
6. Branding design & style map
7. Central force of Customer Experience Journey
8. Building a product architecture
9. Open Innovation and Eco-System approach to business models
10. Building cross cultural strategy
11. Understanding basics of behavioral economics
12. Toolkits and frameworks for value foundation and value-market fit
13. Strategic framework for personal branding
14. Homework to be done before the next camp



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# RETREAT 2: VALUE DELIVERY STRATEGY IMPLEMENTATION AT IIM AHMEDABAD



One of the finest business schools in the world with a parade of distinguished alumni, IIMA is most certainly the place all of us covet to be. You will have an opportunity to spend a week at Louis Kahn's architectural masterpiece, for the sessions to be taught by some of the finest professors at the institute. Not only will you sharpen your operational and execution skills, you will have an opportunity to network with successful local family businesses and immerse in the local vibrant Gujarati culture.



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## Objectives of Value Delivery Retreat

The second retreat focuses on the most optimal execution and delivery of the value strategy. In absence of most effective execution, a great strategy remains in the board rooms.

This retreat ensures you do not fall into that trap.

You will receive a certificate from IIMA upon completion of this module.

## Topics Covered in Retreat 2:

1. Presentation of individual value creation & value capture strategy
2. The "Go-to-market" (GTM) plan
3. The GTM: pricing strategy and unit economics
4. The GTM: Building effective sales & marketing plan
5. The GTM: Building effective supply chain plan
6. Revenue and Business Models
7. Understanding and building a business plan
8. Digital marketing and omni-channel models
9. Understanding Operations
10. Value bottlenecks - Operations; key roles and tasks
11. Managing value in supply chain
12. Measurements controls and corrective actions
13. Consumer listening and impact on decision systems





# RETREAT 3: VALUE ENABLERS AT VIVAANA CULTURE HOTEL, SHEKHAWATI (RAJASTHAN)



Shekhawati region, known for its remarkable architecture and fresco art, is host to our final retreat. Vivaana is a new star on the firmament, a much acclaimed and beautifully restored 150 year old Haveli, 3 hours from Jaipur or 5 hours from Delhi by road. This location, seeped in culture, art, architecture and folklore make our last retreat memorable and the learnings even more lasting. Before you bid farewell, during the retreat, you will come up close to the majestic Marwari horse, native to the region, practice local craft forms besides of course, walk the fresco trail.





## Objectives of Value Enablers Retreat

This retreat focuses on helping participants in understanding and refining their personal branding, leadership abilities, understand family dynamics and best ways to manage all four – self, family, business and ownership.

It will also introduce elements of finance, people, technology and funding.

By the end of the third retreat, you should be seeing a clear vision and path to building and leaving a strong business legacy.

## Topics Covered in Retreat 3:

1. Leadership (Authentic Leadership, Empathy, EQ, hard skills, and human skills)
2. Scaling a family business: unique challenges and opportunities
3. Effectuation and evolution from family business owners and/or entrepreneur to a manager in family business
4. People as key force in enabling value delivery
5. Organisation structures, efficiencies, and power of delegation
6. What are the best ways to fund the business?
7. Raising external funding
8. Understanding the role of technology in a business
9. Effective deployment of technology
10. Toolkits and frameworks to manage the value chain
11. Family legacy and alignment of purpose, values and vision for Self, Family, Owners, Business and Enterprise
12. Governance structures to manage family enterprises
13. Effective communication across family ecosystem
14. Personal branding in action
15. Family member compensation, performance-based measurements and rewards



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# PROGRAMME FACULTY



**ANCHAL JAIN**

Founding Partner  
Val-More, Faculty  
Co-Chair CCBP IIM  
Ahmedabad



**MANOJ KUMAR**

Founding Partner  
Val-More, Ex-MD  
GlaxoSmithKline  
Consumer Health in India



**TOP IIMA  
FACULTY LED BY  
PROF AMIT KARNA**

Professor of Strategy,  
IIM Ahmedabad



**SRIKANT GOKHALE**

Ex-Group CEO- Retail,  
Landmark Group,  
Adjunct Faculty  
IIM Udaipur



**HARSH CHOPRA**

Family Business  
Advisor, Ex-MD of  
Bausch & Lomb India



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# ADMISSIONS

## Applications Open Now

Programme Fees: Rs 9 Lacs +GST per participant (single occupancy) and Rs 14 Lacs +GST for 2 participants of same business family (on twin share basis).

Upon completion of the programme, you will earn an IIM Ahmedabad certificate of participation for the second retreat and a Val-More certificate for the complete programme

## IS THE PROGRAMME FOR YOU?

It most certainly is, if the answer to the following questions is a “YES”:

- Are you very ambitious?
- Are you driven with a contemporary outlook?
- Are you eager to learn and be challenged?
- Are you confident in your relationship with the elders in your family, if be the case?
- Are you confident about the muscle in your business?
- Do you have a good knowledge of your industry?

If you wish to be part of the cohort, then please send in an email to Tanuja Srivastava at [tanuja@val-more.com](mailto:tanuja@val-more.com) with the following details:

- Your full name
- Your company name
- Brief description of the company
- Your role and designation

Following this, you would be invited to a a FREE COUNSELLING session with the faculty team



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# ABOUT US

## VAL-MORE ACTION ADVISORY

Val-More Action Advisory is a consulting group which helps family businesses deliver exceptional results by using its proprietary The Val-More Framework ©

Our unique insights, chiseled over three decades of global experience, are harnessed into frameworks with academic rigor and are now being successfully deployed by several companies.

## IIM AHMEDABAD

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

IIMA has been consistently ranked as the premier management school in the country by several national agencies. IIMA programmes are also ranked highly in several international rankings.



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