

Programme Overview

Research has shown that a company is loved and respected by society if 1) it is perceived as driven by purpose above and beyond profits; 2) it is stakeholder driven and not just shareholder driven; and 3) creates value for all of its stakeholders (community, employees, suppliers and customers). In return, the stakeholders love the company. Finally, it is not just the top leadership but everyone in the company is emotionally engaged in creating and maintaining the company's legacy.

Based on this research, Prof. Sheth has written the book 'Firms of Endearment'. These companies have been found to deliver an average of 40% return annually on an on-going basis. They outperform the stock market by at least four times and twice the companies analyzed in Good to Great book by Jim Collins. Many of these companies have headquarters in small communities and more than half are private and family managed business groups. They also transcend different industries ranging from logistics, automobiles, shoes, digital technology, industrial raw materials and professional services. They are from all over the world including advanced as well as emerging markets. In other words, it is universal and transcends cultures and nations.

This 2 day workshop will focus on the role of leaders in creating a company that is loved and respected while delivering profitable growth. The workshop will be interactive and will engage participants to share and learn from one another. It will be followed up with Action Learning where participants will follow up with projects of interest specific to each stakeholder to implement concepts learned in the workshop.

Programme Highlights:

- Creating Firms of Endearment (FoE)
- Business Unit Analysis – Rating and Readout
- How to Improve on Seven Stakeholder Ratings
- Stakeholder Bonding Initiatives
- Breakout session – Book Club Meeting
- Participant Presentations
- How to Develop and Nurture FoE Culture
- Self Reflection and Personal Action Plan
- Presentations to Corporate Directors



Who Should Attend

CEOs, Business Heads, Function Heads in various Tata organizations

Faculty:

Dr. Jagdish N. Sheth,
Emory University, USA.

Fees for the programme: INR 40,000/- (Forty thousand) and taxes as applicable.

Dates: December 20 – 21, 2010

Venue: Tata Management Training Centre, Pune

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