



ISME
School of Management
& Entrepreneurship

MBA in Family Business Empowering Legacy

January 4th 2025





Transform To Build Trust

**Family businesses need to adopt new
priorities to secure their legacy**



PwC's Family Business Survey 2024

- **Over 2,000 family business owners over 80 different locations.**

PWC's Family Business Survey 2024



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The survey had questions on 4 pillars of trust are:

COMPETENCE

Is the company
good at
what it does?

MOTIVE

Whose interests
is the company
serving?

MEANS

Is the company using
fair means to
achieve its goals?

IMPACT

What is the tangible impact
the company has, as opposed
to the impact
it claims to have?

Outcome



- **Disconnect between traditional views about trust and their impact on how family businesses operate today.**
- **Highlighted where and how family businesses will need to transform to ensure their legacy.**
- **Trust has been—and remains—a vital competitive advantage**
- **The notion of how to build trust in business is changing With Powerful demographic shifts**

Outcome

- Higher levels of trust can result in better performance
- Ambitious Long Term Goals:
 - 77% : expect to grow in the coming two years; 14% expect to grow 'quickly and aggressively.'
 - 51% : say expanding into new markets is their top priority.

Solution: increasing the visibility of their efforts and communicating them consistently to stakeholders.

Whose trust do we need?

The stakeholder groups have expanded:

Customers

Employees

Family



Public

What do these constituents require to earn trust?

Expectations have grown:

Excellent service/product

Brand recognition/history



Defined purpose

Commitment to ESG and DEI

Transparent and effective communication

What are we using to gain trust?

The toolkit has changed:

Owner's annual report letters

Website



Social media

Speaking out on social issues

Taking action on commitments



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The new formula for Trust



Why Choose an MBA in Family Business at our Campus ?

- Tailored for next-gen leaders of family enterprises.
- Combines global business practices with the unique dynamics of family-owned ventures.
- Designed to address challenges like succession planning, governance, and innovation.



Admission Eligibility

- This program is exclusively designed for individuals actively involved in a family business.
- Applicants must either:
 - Be part of the current or next generation of a family-owned enterprise.
 - Hold a significant role or leadership position in their family business operations.

What Sets This Program Apart?



Atlas MBA Program in Family Business





What You will Achieve:

- Develop strategies for scaling and sustaining family businesses.
- Master conflict resolution and governance frameworks.
- Build a global network of family business owners.
- Drive innovation without losing the essence of heritage.

Experiential Learning Modules



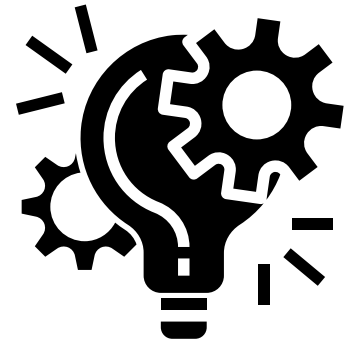
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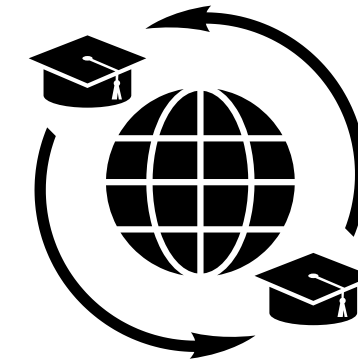
**Family
Business
Case
Competitions**



**Live
Consulting
Projects**



**Legacy
Leaders
Summit**



**Global
Exchange
Programs**



Who Should Join?

- Next-gen family business leaders.
- Entrepreneurs in family-run enterprises.
- Professionals aspiring to transition into family business roles.



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THANK YOU

For Guidance and Support for the Admission Contact  +91 8080935250