IT consulting

Health Services

Financial advisory & service

R&D and Engineering consulting

LEADING PROFESSIONAL SERVICE FIRMS

JUNE 3-5, 2019

Management and HR consulting

Academic institutions

Law firms

Advertisement & creative services

Architectural and Real estate consulting

Executive Education
Indian Institute of Management Ahmedabad

Leading Professional Service Firms
June 3–5, 2019

This course is intended for senior executives working in professional service firms (PSFs) and in the business of providing advisory services such as management consulting, investment banking, legal, real estate, accounting, financial services, healthcare services, advertising, IT consulting, engineering consulting, HR consulting, R&D, education, architecture, etc. PSFs have unique strategic and organizational requirement as their key assets are knowledgeable people who create value for clients. Managing these organisations is a challenge, as leaders have to strategise to attract the best talent, create a professional ecosystem and deliver extraordinary client service. India's service market offers tremendous growth opportunities for PSFs. This course is designed to help individuals with administrative positions in PSFs reflect on and improve their capability to lead their organisations effectively. Through intense case discussions on PSFs, interactive lectures and exercises, participants will deliberate on what it takes to be an effective leader of a PSF and how they can improve their competencies.

Programme content:

Day 1
- Strategic planning process for long-term success of PSFs
- Change management for creating a high-performance culture
- Hiring and retaining highly competent employees for knowledge-intensive organisations

Day 2
- Proactive client relationships for repeat business
- Relevance of professional eco-systems for sustainable growth
- Develop strong emotional intelligence for leading self and others

Day 3
- Digitisation, disruptive innovation, and entrepreneurship for growth
- Identifying and nurturing the next generation of partners. Balancing professional work against leadership responsibilities
- Align organisational vision and strategy with implementation for impact

Programme highlights
- Peer learning opportunity because of diverse set of participants from various professions
- Faculty with interest in PSFs backed by deep research and teaching expertise
- Strong contextualisation of cases and readings
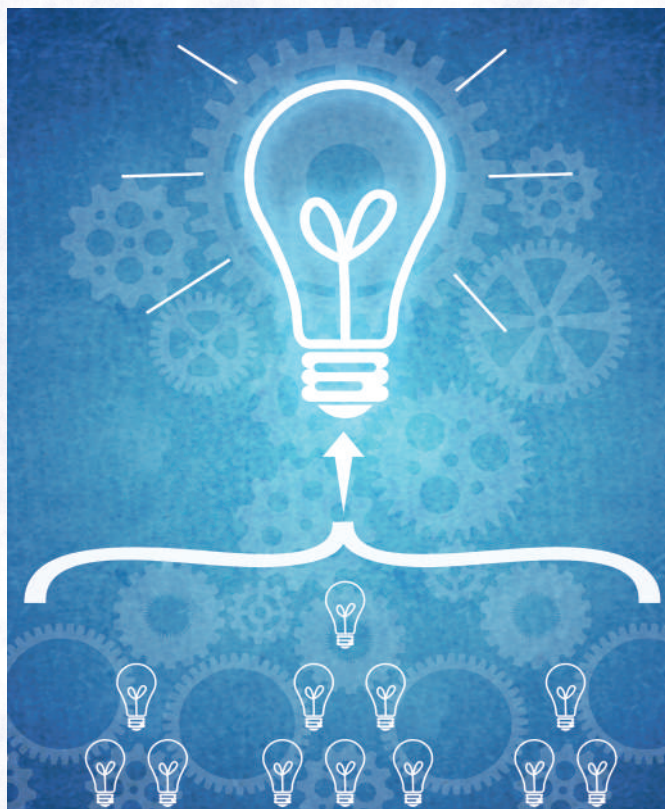
Participants' Profile

The course is intended for individuals who have administrative responsibilities in their PSFs. Thus, it is most valuable for chairmen, managing partners, members of executive committees, chief operating officers and executive directors, practice and office heads. Individuals who have been identified to take these responsibilities but have not yet assumed them may also find the course useful.

Pedagogy

The case method of study will be the primary educational method. We will focus primarily on case studies of professional service firms. Additionally, we will employ a mix of lecture-discussions, exercises and simulations. Participants will be encouraged to engage with the sessions as protagonists of situations and through reflection and deliberation arrive inductively at personal insights that will help them be more effective as PSF leaders.

Faculty

- Karna, Amit
- Sharma, Sunil (Faculty Chair)
  Email: sunilsharma@iima.ac.in
- Varkkey, Biju
- Vohra, Neharika

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **May 20, 2019**. The last date for early bird discount is **May 13, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education
Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation in a hotel nearby the campus.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment

INR 1,00,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **May 20, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
   Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC:YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
   Leading Professional Service Firms
5. IIMA Permanent Account Number (PAN):
   AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number:
   24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **May 13, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

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.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.