

OWNERS AND PROMOTERS

MANAGEMENT PROGRAMME



FORMAT
Blended

DURATION
12 Months

DESIGNED FOR
Owners & Successors

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Masters' Union is a revolutionary business school that challenges the conventional with its groundbreaking, hands-on learning approach. By blending academic rigor with real-world industry expertise, it empowers learners to lead with bold, innovative thinking in an ever-changing business landscape.



Media Coverage in Leading Publications

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PwC India partners with Masters' Union to equip future leaders with industry-ready skills

New Delhi [India], November 28 (ANI): PwC India has announced a year-long collaboration with Masters' Union, a modern business school, to prepare the next generation of professionals with cutting-edge skills in emerging domains such as artificial intelligence (AI), emerging technologies, environmental, social, and governance (ESG), and healthcare.

THE ECONOMIC TIMES Home ETPrime Markets Market Data

Masters' Union aims at becoming one of top ten business schools globally in next five years

After having placed its first two cohorts with handsome average salary packages of more than Rs 29 lakh and Rs 33 lakh respectively, Gurgaon-based new age **business** school Masters' Union has set itself an ambitious target of becoming one of the ten business schools globally in the next five years.

For the same, the institute has decided to keep its strength to 250 students to ensure quality of education, and has no plans of expanding into other geographies.

THE TIMES OF INDIA SIGN IN





















Take steps to transform your city into a 'Green Gram': Dhankhar to Gurgaon residents

Gurgaon: Vice-president Jagdeep Dhankhar on Sunday urged the citizens to develop the city as a "Green Gram", making an impassioned plea to them to "cooperate" with the administration to resolve local problems and improve infrastructure.

MASTERS' UNION
SCHOOL OF BUSINESS

Our Affiliations & Collaborations

Practitioners

 HARVARD UNIVERSITY	 IIMA INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD विकासविचारमण्डलम्	 standard chartered	 भारतीय प्रबंध संस्थान बंगलूर INDIAN INSTITUTE OF MANAGEMENT BANGALORE
 INDIAN INSTITUTE OF MANAGEMENT CALCUTTA	 NASA	 Bank of America	 Mercedes-Benz
McKinsey&Company	 PayPal	 BCG	MorganStanley
 NSE	 Tufts UNIVERSITY	 MIT MANAGEMENT SLOAN SCHOOL	 Cornell University
 Imperial College Business School	 Apple	 make my trip	 HEROEXPORTS
 ADITYA BIRLA GROUP	 National Australia Bank		

Communities

 FICCI flo	 Entrepreneurs' Organization	 I • D • F INDIA DEVELOPMENT FOUNDATION
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Govt. Bodies

 वित्त मंत्रालय MINISTRY OF FINANCE सत्यमेव जयते	 NITI Aayog	 N • S • D • C National Skill Development Corporation Transforming the skill landscape
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From the **Leaders' Desk**



Pratham Mittal

Founder & CEO, Masters' Union

“

Family businesses are the backbone of India's economy, yet traditional education often overlooks their challenges. PGP Rise: Owners and Promoters Management Programme addresses this gap by combining mentorship, actionable insights, and cutting-edge tools. It's a programme that not only protects legacies but inspires successors to innovate, lead, and drive exponential growth.

”



Rajiv Gupta

Chairperson, School of Family Business at Masters' Union | Author- Lala Company, Former VP- Reliance, Honda

“

This world-first, practitioner-led programme for family business owners blends India's unique context with global best practices from the West and East. Combining modules for patriarchs and successors, international immersions, and hands-on mentoring, it ensures real-world application, helping participants solve critical challenges and drive transformative business growth.

”



Nikhil Mittal

Managing Director, Masters' Union
Ex. Head of Marketing, WhiteHat Jr |
EIR at Multiply Ventures

“

Family businesses fuel economies, yet challenges like succession and global expansion require specialized solutions. This program delivers AI-driven strategies, insights from legendary family empires, and mentorship from industry icons. It's a transformative journey, combining global immersions and actionable tools to future-proof businesses for the next generation.

”

Programme Advisors' Perspective



Raman Kumar Sharma
Programme Advisor

Ex-SVP & Director, Honda Cars;
Alumnus, IITK & IIMA

“

PGP Rise: Owners and Promoters Management Programme bridges legacy and ambition, integrating family values with modern tools like balanced scorecards and dashboards. Designed for seasoned owners, the program emphasizes Sustainability, Consistency, and Growth, empowering participants to navigate real-world scenarios with professional expertise, technological excellence, and a focus on measurable business outcomes.

”



Tarun Malik
Programme Advisor

Co-Founder, Neo-Navigate & Zaystack
Ex- Microsoft & AWS

“

Family businesses stand at the brink of limitless potential. By embracing digitization and AI, they can ignite innovation, unlock growth, and create lasting impact. This program equips leaders with the vision, tools, and strategies to transform their businesses today and build a legacy that inspires generations tomorrow.

”



Avishkar Mehrotra
Programme Advisor

Co-Founder, NeoNavigate &
Zaystack | Ex-CHRO, Walmart

“

Great family businesses thrive on trust, clear objectives, and empowered teams. This program equips leaders with tools to foster psychological safety, build trust, and provide consistent direction. By blending emotional intelligence with modern practices, participants learn to inspire ownership, accountability, and innovation, creating a high-performing culture across generations.

”

“

Wealth does not last beyond three generations.”

Family businesses drive **70-90% of global GDP** but face significant challenges in sustaining their legacy. Research by *The Williams Group* shows that **70%** of families lose their wealth by the second generation, and **90%** by the third. This loss often stems from intergenerational friction, unclear ownership, poor planning, and resistance to innovation—factors that can disrupt continuity and threaten the founder's vision.

With effective succession planning, strong governance, and professional management, family businesses can overcome these obstacles, ensuring growth and long-term success.

“

Who Is This Programme For



1



Business Owners & Founders

- Holding a significant equity stake in the business
- Having an active operating role in the firm
- Having experienced substantive growth and scale in business since inception

2



Owners & Promoters of a Family Business

- Focused on shaping strategy
- Working on the enhancement of governance standards
- Planning future growth

3



Next-Generation Family Business Leaders

- Driving business growth
- Refining strategy
- Building a lasting legacy

Purpose-Driven Curriculum

Designed by faculty with **decades of real-world family business experience**, the modules are tailored to tackle the specific complexities faced by family-run enterprises, offering practical solutions and strategic insights customised to your needs.

Key Insights on Family Businesses

60%

Only about 60% of family business leaders say that they have formal **governance structures** in place.

11th Family Business
Survey 2023 India Report by **pwc**

36%

Only 36% of family businesses express confidence in their **digital capabilities**.

11th Family Business
Survey 2023 India Report by **pwc**

35%

Only 35% of respondents said **business objectives align with family goals**.

Global family business report by **Deloitte**
Insights

Curriculum Curated by Industry Leaders for Business Owners

Module 1

Execution by Business Scorecard

- Turning Vision & Strategy into Actionable Scorecards
- Aligning Scorecards with Family & Business Objectives
- Linking Scorecards to Financial Management
- Driving Clarity & Accountability with RACI Framework
- Integrating Scorecards into Daily Operations
- Enhancing Governance through Structured Board Reviews
- Continuous Process Improvement with PDCA Cycles
- Connecting Rewards to Performance Metrics

Module 2

Digitalisation & AI

- Boosting Business with Digital Scorecards
- Enhancing Collaboration & Productivity via Technology Platforms
- Scaling Operations with Advanced Technologies
- Elevating Customer Experience with Digital Tools
- Securing Organizations from Cyber Threats
- Leveraging AI for Growth & Innovation
- Building Products and Services Using AI

Module 3

Dynamic People Leadership

- Creating Organisation Structure, Roles & KPIs
- Building an Employee Value Proposition
- Designing & Executing Performance Management Systems
- Linking Performance to Increments & Incentives
- Planning Short and Long-Term Rewards
- Mapping and Implementing Succession Plans
- Developing Talent for Business Growth

Module 4

Nurturing Family Legacy

- Setting Rules for Joining Family Business
- Defining Remuneration and Lifestyle Guidelines
- Establishing Family Constitution & Succession Plan
- Ensuring Fair Wealth Distribution
- Resolving Conflicts with Structured Frameworks
- Creating Family Advisory Boards & Councils
- Blending Traditions with Digital Innovation
- Securing Legacy Through Philanthropy & Impact Investing

Module 5

Self-Mastery & Transformation

- Understanding Behavior with Hogan & Heartstyles
- Gaining Self-Awareness Through 360° Feedback
- Building Focus, Consistency & Discipline
- Practicing Respect, Empathy & Active Listening
- Creating Psychological Safety & Positive Culture
- Leveraging Strengths and Addressing Weaknesses
- Leading with Custodianship & Stewardship

Module 6

Product, Brand & GTM

- Turning Vision & Strategy into Actionable Scorecards
- Driving Clarity & Accountability with RACI Framework
- Connecting Rewards to Performance Metrics
- Aligning Scorecards with Family & Business Objectives
- Enhancing Governance through Structured Board Reviews
- Integrating Scorecards into Daily Operations
- Linking Scorecards to Financial Management
- Continuous Process Improvement with PDCA Cycles

Module 7

Strategic Wealth Management

- Unlocking Wealth Vested in Business
- Preparing for IPOs and Strategic Investors
- Preserving Wealth Across Generations
- Establishing Family Offices for Structured Governance
- Diversifying Portfolios for Long-Term Resilience
- Integrating Tax Planning and Risk Management
- Aligning Wealth Strategies with Succession Goals

Module 8

CXOs' & Business Owners' Insights

- Aligning CXO Contributions with Family Board Vision
- Turning Risks Into Business Behemoths
- Learning Profit & Talent Strategies from Conglomerates
- Scaling with Systems, Processes & Governance
- Building a Team of Integrity & Accountability
- Managing Large Projects for Sustainable Growth
- Creating Brand Equity, Legacy, and Societal Respect

Master Advanced Business Tools and Frameworks for Measurable Results

Transform chaos into sustainable growth by learning to use the right tools to **streamline operations, manage complexities,** and make **data-driven decisions.**

Enterprise Resource Planning



GenAI Large Language Models



Balanced Scorecard



SCG Framework



KT Method



Hogan Assessments



Heartstyles Indicators



Social Media for Lead Generation



Wix & Hostinger for Websites



Gamma AI for Presentations



People Management



Lead Capstone Projects within Your Business to Create Real Change

Apply your learnings to hands-on projects within your business, driving meaningful change and tangible results.



Diagnose Core Challenges

Find the top 3 problems stopping you from growing to 10X. Leverage Balanced Scorecards and the SCG Framework to identify challenges and craft your 10X growth strategy.

01



Prescribe the Solution

Design a custom solution for your family business by integrating frameworks like GEAR, SHIFT, PMS, D&I and more.

02



Execute the Cure

Receive tailored guidance from seasoned experts to sharpen your strategies, define clear milestones, and navigate challenges with precision during execution.

03

Work With an Advisory Board Focused on Your Family Business

Leverage the expertise of a prestigious panel of 10+ industry veterans, committed to guiding your business.

The advisors will offer **guidance** on:

Enhancing Business Operations

Governance & Succession Planning

Aligning Business & Family Objectives

Intergenerational Conflict Resolution

Scaling Business with Sustainability

Effective People Management

Unlocking Family Wealth

Digitising your Business

How It Works:

Step 1

- Assessment: We evaluate your business needs and goals.

Step 3

- Regular Meetings: The board meets consistently for strategic oversight.

Step 2

- Board Composition: We handpick a tailored board of advisors to fit your unique needs.

Step 4

- Ongoing Support: We offer continuous support to maximize board impact.

Advisors come with Boardroom Experience at:

Walmart 


HONDA


Reliance

 Microsoft

amazon 

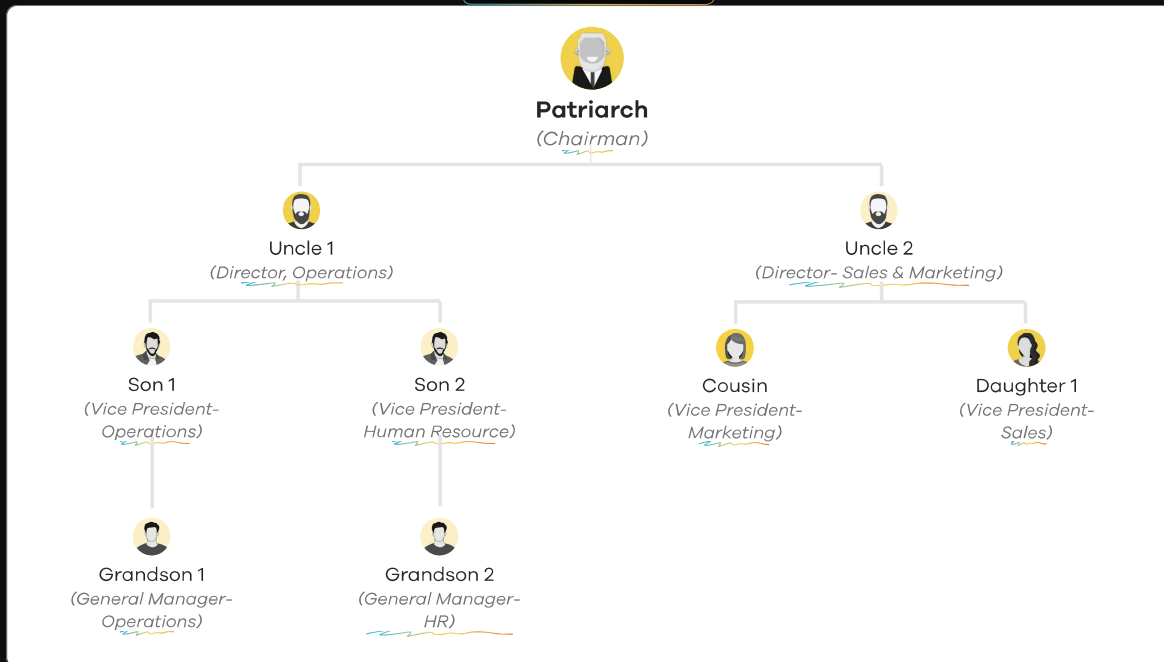
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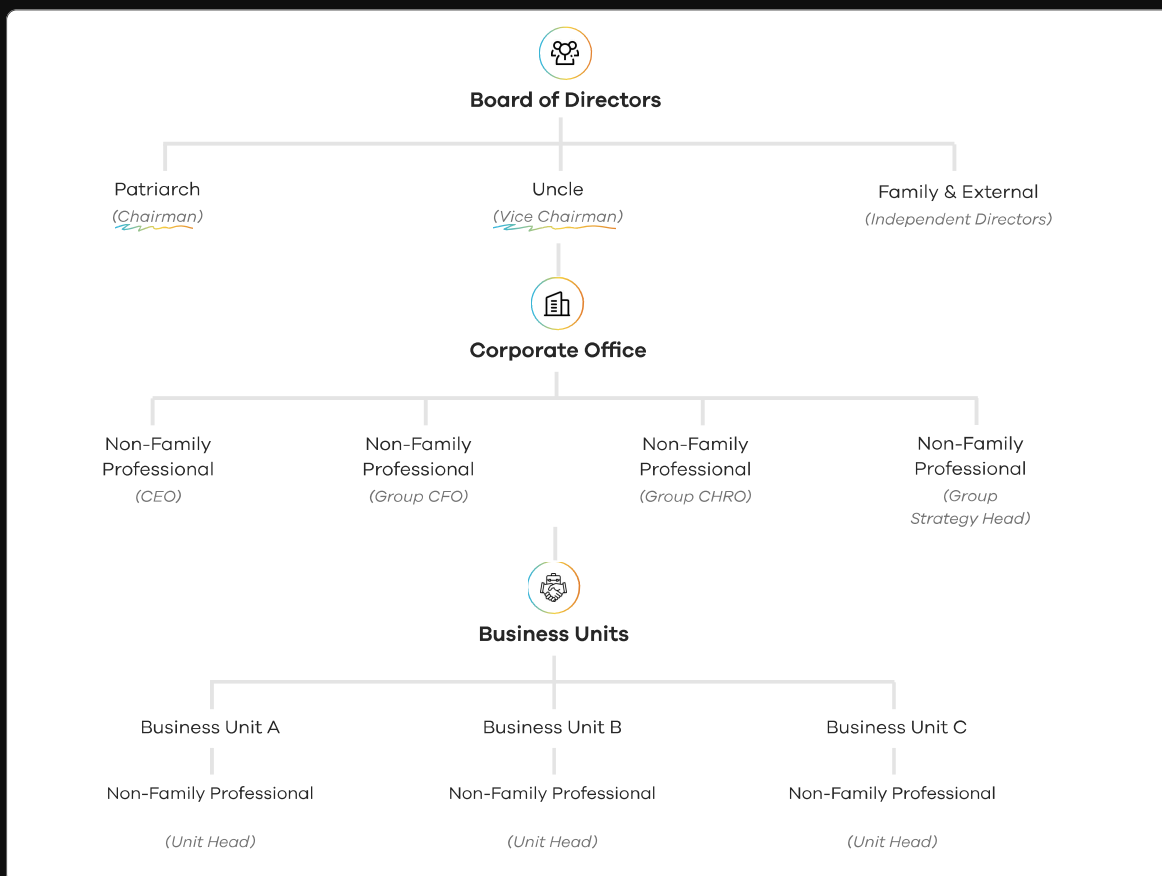

ASHOK LEYLAND

Transform from a Family Business to a Business Family

Typical Family Business



Family-Owned & Professionally-Managed Business



Gain Global Insights from **Leading Family Businesses** and **Industry Hubs**

Discover Manufacturing Excellence in China

Dive into trade innovations, connect with industry giants, and build powerful networks at **the world's largest trade fair.**



Tap into Strategic Knowledge from Leading Owners and Promoters led Family Businesses Worldwide

Study the strategies of decades-old legacy European empires like **Ferrari, Fendi, and Prosecco Ventures** for multi-generational success.



Pioneer Governance and Digital Innovation at H-Farm, Italy

Leverage advanced technology at H-Farm, a leading innovation hub and **prestigious global university.**



Acquire Real-World Strategies in Curated Domestic Residencies

Involve the Patriarch & Key Promoters

Bring along the head of the family & key promoters of your family business for a curated residency led by global leaders. **Strengthen value systems, resolve power struggles, and ensure seamless transitions** in targeted modules.



Lead as a Team: Empower Your Top Executives

Invite your key professional team members to a transformative residency that aligns operational excellence with entrepreneurial vision, focusing on **Owner-CEO trust, and mastering board governance.**

Explore the Inner Workings of Prominent Family Firms in India

✦ Automotive Industry Immersion

Explore Japanese manufacturing excellence at **Maruti** and **Honda**, gaining insights to elevate your family business.

✦ F&B Industry Immersion

Learn from Indian food giants like **Haldirams** and **Varun Beverages** on blending tradition with innovation to drive success.



Experience the **Masters' Union Advantage**



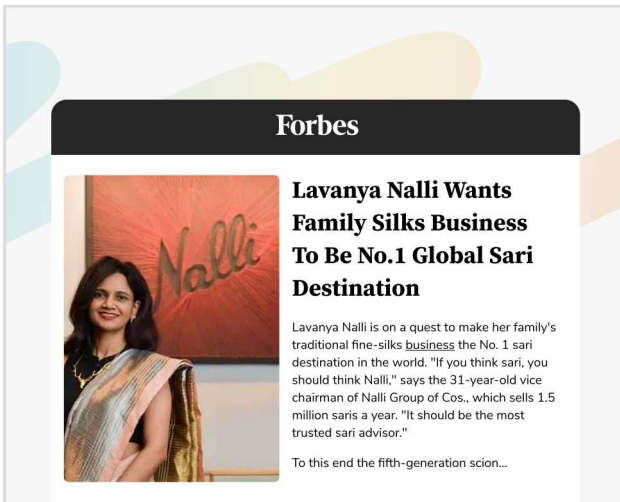
Receive 1:1 Mentorship from Industry Veterans for Tailored Solutions

Get direct, personalized guidance from influential industry leaders, offering tailored solutions to your business challenges, deep **domain expertise**, and **hands-on advice** to drive real results.



Access to Elite Global Leadership Circles

Connect with heirs from leading family businesses like **Future Group, Marico, and RPG Group** within esteemed networks like YPO, EO, and CII-FBN to expand your circle of influence.



Craft a Powerful Public Image with Personal Branding & PR Coaching

Elevate your leadership, build a strong family brand, and gain high-profile media exposure in top publications like **Forbes** and **Business Insider**.



Learn with a Select Cohort of Seasoned Heirs

Learn alongside a **diverse group of family business owners** and engage in meaningful discussions and collaborations that drive learning, growth, and strategic opportunities.

Meet Our Faculty

Learn from Real Business Leaders & Industry Experts. Not Just Theory.



Rajiv Gupta

Chairperson, School of Family Business,
Masters' Union & Ex-VP, Honda



Raman Kumar Sharma

Ex-SVP & Director



Tarun Malik

Co-Founder, Zaystack & Neo-Navigate | Ex-
Microsoft



Avishkar Mehrotra

Co-Founder, Zaystack & Neo-Navigate | Ex-
CHRO, Walmart



Rishi Khanna

Managing Director



Rajiv Saharia

Ex-President



Manny Anchan

Founder, HAPPINESS Quotient Global Private
Ltd | Ex-Executive Director, Fabindia



Nikunj Sanghi

Past President



Saurav Arora

Founder & MD





Vishal Juneja

Managing Director



Meera Chauhan

Director



Vineet K.K.N Panchhi

Founder



Vinod Menon

Ex-Sr. VP



Rajeev Bhaskar Sahi

Ex-President



Manish Rastogi

Group CEO & Whole Time Director



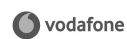
V.P Rajesh

Managing Director



Sanjeev Govil

Ex-EVP & CEO



Sanjay Mathur

Chief Executive & Principal Consultant



Who We Seek

Owners and successors from current and next-generation family businesses.

Admission Process

- ✦ **Submit Application:** Provide a detailed application outlining your experience and aspirations.
- ✦ **Personal Interaction:** Participate in an interaction to discuss your fit for the programme.
- ✦ **Selection Decision:** Admission is based on the application and assessment of your interaction.





Ready to Transform Your Family Business?

[Check Your Fitment ↗](#)

Get in Touch
Admissions Office

✉ executive.admissions@mastersunion.org

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