



R&D and
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LEADING PROFESSIONAL SERVICE FIRMS

February 10 – 12, 2025



Management
and
HR consulting



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creative services



Law firms



Architectural and
Real estate consulting



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Executive Education

INDIAN INSTITUTE of MANAGEMENT AHMEDABAD

Leading Professional Service Firms

February 10 – 12, 2025

Programme Overview

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, advertising, IT consulting, engineering consulting, HR consulting, R&D, education, architecture, etc.

PSFs are unique as their key assets are knowledgeable people who create value for clients. Managing these organisations is a challenge because of the sheer diversity of people and clients. 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 to 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
- Ethics for building a Trust based culture
- Hiring and retaining highly competent employees for knowledge-intensive organisations

Day 2

- Proactive client relationships for repeat business
- High performing multi-practice firms
- Develop strong emotional intelligence for leading self and others

Day 3

- Disruptive innovation and entrepreneurial mindset for growth
- Application possibilities of Artificial Intelligence for service firms
- Identifying and nurturing the next generation of partners. Balancing professional work against leadership responsibilities

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 chairpersons, managing partners, members of executive committees, chief operating officers and executive directors, practice and office heads, and professionals in financial advisory and services. Individuals who have been identified to take these responsibilities but have not yet assumed them may also find the course useful.

Pedagogy

The case study will be the primary educational method. We will focus on the 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



Prof. Sunil Sharma (Faculty Chair)

Email: sunilsharma@iima.ac.in

Sunil Sharma is a Professor of Strategy at IIM Ahmedabad where he teaches courses on Strategic Planning, Strategy Implementation, and Leading Professional Service

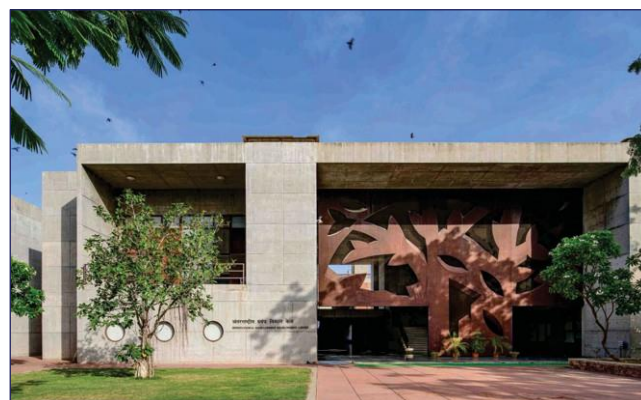
Firms. He holds a Ph. D. in Strategy from IIM Ahmedabad.

Prior to joining IIM Ahmedabad, Sunil has worked for 16 years in large corporations like McKinsey, ONGC, and NTPC. His most recent corporate stint was with Tata Power in a CXO role leading Strategy, Innovation, and Business Collaboration. He has also served as an Independent Director for ZEE entertainment and Madhya Gujarat Vij Company Ltd.

Sunil has held various administrative positions at IIMA in addition to being a member of MBA program review committee. He was the Chairperson of IIMA Executive Education from 2018-21 and of IIMA's one year MBA (PGPX) from 2016-18. He is currently the Chairperson of IIMA Centre on Incubation and Entrepreneurship.

Sunil has designed and delivered more than hundred executive development courses for senior executives working in the private sector, entrepreneurs, bureaucrats in government, and public sector professionals. Sunil regularly advises companies on their strategy and organizational related issues.

He has presented papers in leading international conferences and his work on capability building, innovation, and growth challenges has been published in international journals. He has also written cases on the topics of growth strategy, transformation, and management consulting.



How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/3TXbV3C>

The closing date for receiving applications is **January 27, 2025**. The last date for early bird discount is **January 20, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please email us at mdp-info@iima.ac.in, connect with us on WhatsApp at **6357435951**, or call us at **07971524624**.

Certificate

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

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 either on campus or with empanelled hotel partner.

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

Programme Fee and Payment

INR 1,20,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **January 27, 2025**. 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 an application is not accepted, the fee will be refunded to the person/organisation 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 **IIMAHMOEP** HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: **HDFC0000048**, MICR Code: **380240003**)
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 so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway:

<https://bit.ly/3U2DGaW>

Discount

Early Bird Discount: Applications received with payments on or before **January 20, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation 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. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation 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.

Programme dates and fee are subject to change at the discretion of the Institute.



Testimonials

“

Badari Bangaru

Executive Director,
KPMG Global Delivery Center Private Limited

I found the programme to be very effective. The programme gave me broader perspectives on managing and growing PSFs in general. The peer participants, case studies and in-depth knowledge of the faculty members was all very helpful in getting strategic insights into PSF firms and to achieve desired profitability.”

“

Sachin Chhadawa

Managing Director,
Trove Capital Advisors LLP

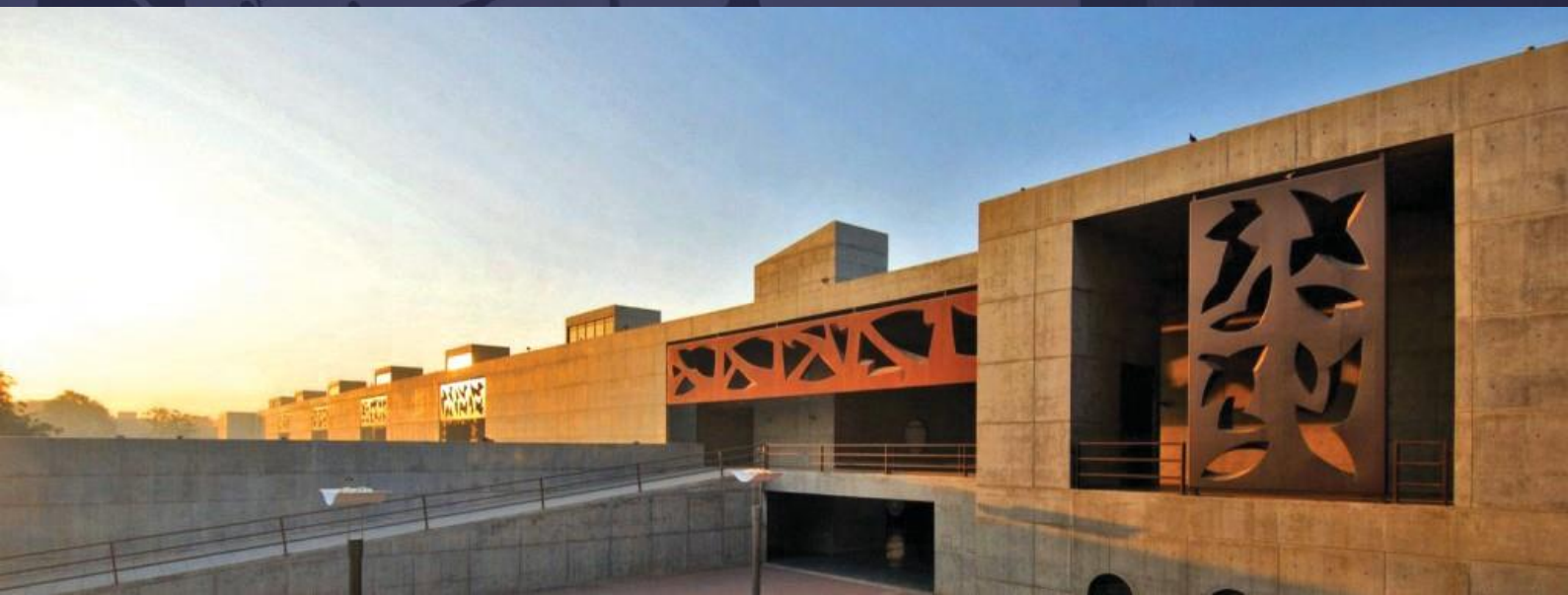
This course gave me far-reaching insight into how to bring discipline in dealing with people. I would highly recommend this programme to my friends and colleagues. The combination of deep research and faculty members helped me organise different perspectives and reach the strategic decisions. The course content is extremely relevant and interesting and covers the strategic planning process with great depth.”

“

D K Giridharan

Partner – Audit
ASA & Associates LLP

It was one of the most important and valuable experience for me. The faculty members and their involvement in coordinating the entire programme proved to be wonderful, relevant learning for me. I acquired fresh insights into the operational best practices of PSFs. The work experience of the faculty helped us in moving the discussion to a right direction.”



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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 (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Forces Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Economics
- Human Resources Management
- Marketing
- Operations and Decision Sciences
- Ravi J. Matthai Centre for Educational Innovation
- Communication
- Finance and Accounting
- Information Systems
- Organisational Behaviour
- Public Systems Group
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship
- Centre for Management of Health Services
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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