

# decoding: *Luxury*

How to reinvent a family business

Workshop Prospectus 2022

**As family businesses look to hand over to the Next Generation of executives who will continue to steer the growth of what has been established, change is inevitable as the younger owners bring a new and more contemporary perspective.**

Business is a continually evolving activity, and the lure of new high growth markets such as Luxury is appealing for incoming leaders who want to make their own impact on the companies that they take over. However it is important that the heritage and Brand Story of the company is protected and strengthened rather than diminished by the strategic choices that they make.

Which is the right direction? How can existing skills be developed for new luxury products and opportunities? Does the brand have credibility in a specific sector that can be exploited? Can new opportunities exist under the existing brand name?

If wrong choices are made it can destroy a family business that might have existed for generations. It requires sensitivity and careful risk management to reposition or relaunch a brand to cater for modern consumers, and a clear understanding of why consumers would be interested in buying from you.

In this workshop you will learn:

- Background to the Luxury market globally and in India
- Reasons to launch or reposition in Luxury
- The REINVENT technique for success
- Case studies to learn from

Protecting the heritage is not about holding back from new opportunities, but the business world is full of examples of how NOT to do this. This workshop will help you avoid being added to that list!

## **This course includes:**

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

*A family business is a never-ending journey  
and one that is continually evolving*

*Genette Gregson*

## **Designed to suit your needs**

The Workshop format has been developed to provide a Foundation level of knowledge about the different ways to reinvent your family business to access the Luxury market::

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in family businesses to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

## **Who is this for:**

- Family businesses planning for future growth into Luxury
- Next Generation business owners looking to create an impact through Luxury
- Brand Managers developing growth strategies in family owned companies

**Online  
course**

**3 hours**

## Our Values & Manifesto

### Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

## Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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