



Browne & Mohan

Board & CEO Advisors, Management Consultants



Dear,

Monsoon is here..... The sweet rain drops soak the parched earth and pave way for seeding activities. Drops, then rivulets, streams and bloated rivers carry away the summer blues and bring the sweet smell of sprouting. In this newsletter, Browne & Mohan consultants share the insights gained from family business transformation and what faith based organizations can teach about marketing.

Hope you enjoy these articles. Pl note your feedback and comments are valuable to us. Happy reading 😊

[Transforming a family Business](#)

Browne & Mohan has had the privilege of working with family business in IT, manufacturing, and service businesses. Walking arms in arms in their "orchestrated transformation" journey, we gained key insights while walking along with the founders, their progenies and non-family members. In this article, we share what structures, process and methods could be used for family business transformation.

[What can Art of Living, ISCKON, CSI & other religious groups teach about Brand communities](#)

Religious organizations have perfected methods to attract, listen, engage and involve followers. Their community engagement strategies to manage balking and reneging insights can be useful for companies to develop brand communities. Browne & Mohan consultants share insights that we have used to help our clients build brand communities and enhanced engagement with customers, champions and media.