



**Browne & Mohan**  
Board & CEO Advisors, Management Consultants



Dear,

**October is the** month of celebration of good over evil in many parts of the world. October is associated with autumn in northern hemisphere and spring in southern hemisphere. For Hindus, Jains, Buddhists and Sikhs it is a month of celebration of Dussehra and Deepavali. Both these festivals denote winning of **good over evil, truth over falsehood and knowledge over ignorance**. October symbolizes letting go off "Non-value" added elements and consolidating "Value adding" elements. The festivals reflect the shift can only happen with "**focus**", "**Intensity**" and "**Faith**".

The newsletter touches looks at three aspects of change, where organization dedicate themselves to shed old ways and adopt new postures. Firstly, digital transformation of aftermarket requires a complete refitting service, sales and parts programs exploiting the advancement in digital technologies. Second, the best way to lead a ship in choppy waters is to be equipped with best navigation tools, i.e, performance measures. Finally, continuity is a change process companies must address, when to bring the next generation.

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

### [Aftermarket Digital Transformation](#)

Digital technologies like cloud, mobile, analytics and IoT are disrupting the traditional aftermarket business models. E-marketplaces, independent distributors are threatening the OEM's and OPM's revenue. In this paper, our consultants showcase levers of aftermarket digital transformation and an adopting driving model.

### [Are you measuring your start-up performance](#)

Aeroplanes require navigation tools that rightly indicate the length of runway and altitude so that they can safely land in their ports. Similarly, Startups require both lead and lag measures that guide their direction and pace. In this blog, Browne & Mohan consultants share metrics that may be used for management and control of a startup.

### [To Board or not to board Heir into the family Business NOW ???](#)

A major decision area for all founders is when is the right time to bring in the heir into family business?. In this blog, Browne & Mohan consultants argue the decision to on board must consider the skill fit, market and business maturity and incumbent network advantages.