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COURSE BROCHURE

Family Business Talent and Next-Generation Development Training Course

26 – 30 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Family Business Talent and Next-Generation Development Training Course

Ref: 2689_102585 **Date:** 26 – 30 April 2027 **Location:** Casablanca **Fees:** 4500 GBP

Family Business Talent and Next-Generation Development is a 1-week training course for owners, family council members and people leads who must decide how relatives and hired professionals grow inside the same firm, with a family talent charter as its work product. Ownership transitions, rising expectations from non-family staff and the need to keep capable professionals make merit-based talent choices urgent for family firms. Jupiter Prime Training offers this family business talent course.

Why Family Business Talent and Next-Generation Development Matters Now

Three groups shape talent choices in a family firm today: the owning family; the next generation, who want roles that test them rather than titles handed down; and non-family professionals, who stay only when promotion feels fair. A firm that handles these tensions well keeps its best managers and prepares heirs who earn respect. The course rests on widely used practice in family enterprise: family employment policies, competency-based role profiles, structured development plans and separation of ownership, board and management roles.

Who Gains Most from Family Business Talent and Next-Generation Development

- Owners who decide which relatives may join the firm
- Family council members who set employment rules
- People leads who recruit and reward family and non-family staff
- Next-generation members preparing for management or ownership roles
- Senior non-family executives who mentor heirs

A family firm gains most when an owner, a next-generation member and the person who runs people matters attend together.

Family Business Talent and Next-Generation Development Capabilities

Participants replace informal family habits with defensible choices on entry, roles and readiness.

- Design a family employment policy — owners and the family council
- Build role profiles with one competency bar for all — people leads and line executives
- Assess next-generation readiness against observable evidence rather than birth order — the board and senior mentors
- Weigh pay, title and reporting lines for relatives — reward decisions and staff trust
- Specify development journeys — heirs and their sponsors
- Communicate talent decisions with clear reasons — family harmony and retention

Key Family Business Talent and Next-Generation Development Terms

- Family employment policy — written rules on when relatives may join, which roles they hold and how they leave.
- Next generation — family members of the rising age group who may later work in, manage or own the business.
- Merit-based role — a position filled against a published competency bar that applies equally to family and non-family candidates.
- Family council — a family forum setting shared rules on ownership and employment, separate from the board.
- Readiness assessment — an evidence-based judgement of whether a candidate can take a key post now or later.
- Key position cover — named candidates able to step into each critical role if it falls vacant.

Family Business Talent and Next-Generation Development Day by Day

Day 1: Family, Ownership and Business Systems

- Role Map of Family, Owners and Managers — Clarifying Each Person's Position
- Talent Pressure Points in Family Firms — Where Fairness Disputes Usually Start
- Family Values Statement — Linking Shared Beliefs to Employment Choices
- Non-Family Executive Expectations Survey — Gauging Retention Risk Among Professionals
- Talent Audit of Current Family and Hired Staff — Baseline for Change

Day 2: Rules for Entry and Roles

- Family Employment Policy Clauses — Entry Age, Education and Outside Experience
- Competency-Based Role Profiles — One Bar for Relatives and Professionals
- Internships and Summer Placements for Relatives — Low-Risk Exposure to the Firm
- Pay and Title Benchmarks for Family Employees — Avoiding Hidden Favouritism
- Reporting Lines Away From Parents — Protecting Objective Feedback

Day 3: Growing the Next Generation

- Individual Development Plans for Heirs — Sequencing Skills Before Authority
- Outside Career Spells and Rotations — Building Credibility Beyond the Family Name
- Mentoring by Non-Family Executives — Candid Guidance Free From Family Politics
- Next-Generation Forums and Shadow Boards — Early Practice in Shared Decisions
- Feedback and Performance Reviews for Relatives — Honest Evidence for Progression

Day 4: Readiness and Key Positions

- Readiness Assessment Panels With Independent Members — Defensible Appointment Choices
- Key Position Cover Lists — Mixing Family and Non-Family Candidates
- Emergency Cover Arrangements for the Chief Executive Role — Continuity Under Pressure
- Retention Packages for Senior Professionals — Keeping Talent During Leadership Change
- Communicating Appointment Decisions to the Family — Preserving Trust After Choices

Day 5: Practising the Family Talent Charter

- Role-Play of a Family Council Employment Hearing — Applying Entry Rules
- Peer Review of Development Plans for Heirs — Testing Sequencing and Evidence
- Readiness Panel Simulation for a Key Post — Weighing Family and Hired Candidates
- Dispute Scenarios Between Relatives and Professionals — Rehearsing Fair Resolution
- Drafting the Family Talent Charter — Agreeing Rules, Roles and Next Steps

Applying Family Business Talent and Next-Generation Development After the Course

- Lead a family council session to agree the family employment policy drafted during the course.
- Run a talent audit of every key position and publish a cover list with family and non-family candidates.

Family Business Talent and Next-Generation Development Questions FAQ

What is family business talent and next-generation development, and why does it matter now?

It is the practice of deciding fairly how relatives and hired professionals join, grow and lead in a family firm. It matters now because ownership transitions are near and skilled managers leave when promotion looks reserved for relatives.

Which roles gain most from family business talent and next-generation development?

Owners, family council members, people leads, senior non-family executives and heirs gain most, especially when several attend together.

How does family business talent and next-generation development differ from a general talent management course?

It focuses on the tensions found only where family and business overlap. A general talent course treats all staff alike; this one covers family employment policies, heir development and fairness between relatives and professionals.

What do you bring back from family business talent and next-generation development?

You bring back a draft family talent charter. It sets entry rules, role profiles, heir development journeys and a readiness process for key posts.

Family Business Talent and Next-Generation Development: The Way Forward

The family talent charter first informs which relatives may join the firm next and on what terms. Owners, the family council and people leads use it to align hiring, development and appointments. After its first use, revisit how non-family professionals view its fairness, since their trust keeps key managers in place.