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COURSE BROCHURE

Next Generation Leadership Brand and Digital Fluency Training Course

21 – 25 June 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Next Generation Leadership Brand and Digital Fluency Training Course

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Next Generation Leadership Brand and Digital Fluency is a 1-week training course for high-potential emerging leaders and named successors preparing for senior roles, and each participant leaves with a personal leadership brand and growth plan. Organisations now hand senior responsibility to younger leaders sooner, in digital workplaces with teams spanning several generations. Jupiter Prime Training delivers Next Generation Leadership Brand and Digital Fluency for this group.

Why Next Generation Leadership Brand and Digital Fluency Matters Now

Three forces shape the path of a rising leader today: boards shortening succession timelines, digital platforms that make every leader's reputation visible, and mixed-age workforces with very different expectations. An organisation that prepares its successors well keeps strategy steady through leadership change; one that neglects them promotes people who struggle for credibility. The course rests on adaptive leadership, which separates technical problems from adaptive challenges, on structured self-awareness instruments such as multi-rater feedback, and on reputation thinking borrowed from personal branding practice.

Who Gains Most from Next Generation Leadership Brand and Digital Fluency

- High-potential specialists stepping into their first enterprise-wide leadership remit
- Named successors preparing to take over a senior post within a defined horizon
- Young heads of units leading teams far older or far younger than themselves
- Rising leaders whose influence depends on digital channels and virtual presence
- Family business heirs assuming stewardship from an earlier generation

A talent pool of successors from one organisation gains most when several attend together.

Next Generation Leadership Brand and Digital Fluency Capabilities

Participants shape how others experience their leadership in physical and digital settings.

- Assess personal strengths and derailers through multi-rater feedback — the sponsor deciding readiness for a senior post
- Define a leadership brand promise and test it with peers — colleagues forming first impressions of a new leader
- Distinguish technical problems from adaptive challenges — senior peers expecting judgement rather than quick fixes
- Apply digital fluency to virtual meetings, collaboration platforms and data dashboards — distributed teams relying on online leadership
- Adapt motivation and feedback styles across generations — mixed-age teams seeking fairness and recognition
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Build a twelve-month growth plan with stretch assignments — the mentor and line sponsor tracking progress

Key Next Generation Leadership Brand and Digital Fluency Terms

- Leadership brand — the consistent set of qualities and results colleagues associate with a leader, shaped by behaviour more than by words.
- Adaptive challenge — a problem without a known answer that requires people to change values, habits or relationships.
- Digital fluency — the confident, purposeful use of digital channels and data to lead, decide and communicate.
- Derailer — a strength overused under pressure that can stall a promising leadership career.
- Multi-rater feedback — structured input on a leader's behaviour gathered from managers, peers and direct reports.
- Stretch assignment — a deliberate role or project beyond current experience, used to accelerate readiness for senior responsibility.

Next Generation Leadership Brand and Digital Fluency Day by Day

Day 1: Self-Awareness and Leadership Identity

- Leadership Lifeline Reflection — Linking Formative Experiences to Present Choices
- Values Hierarchy Exercise — Clarifying What a Leader Will Not Trade
- Multi-Rater Feedback Debrief — Separating Perception From Intent
- Strengths and Derailers Profile — Spotting Behaviours That Stall Promotion
- Personal Purpose Statement — Anchoring Decisions in Senior Roles

Day 2: Building a Credible Leadership Brand

- Leadership Brand Promise Canvas — Choosing Three Qualities to Be Known For
- Reputation Audit Interviews — Comparing Desired and Actual Perception
- Executive Presence Signals — Voice, Posture and Composure Under Scrutiny
- Storytelling for New Leaders — Turning Experience Into Persuasive Narrative
- Successor Credibility Map — Earning Trust From Former Peers

Day 3: Adaptive Leadership and Senior Judgement

- Technical Versus Adaptive Challenge Sort — Avoiding Quick Fixes for Deep Problems
- Balcony and Dance Floor Perspective — Reading Organisational Patterns While Acting
- Productive Discomfort Zone — Pacing Change Without Losing the Team
- Decision Rights Matrix — Clarifying What a New Leader Owns
- Leadership Transition Plan — Navigating the First Senior Months

Day 4: Digital Fluency and Leading Across Generations

- Digital Presence Audit — Aligning Online Profile With Leadership Brand
- Virtual Leadership Routines — Running Hybrid Meetings That Build Trust
- Dashboard Literacy for Leaders — Asking Sharper Questions of Data
- Generational Expectations Map — Adapting Feedback, Recognition and Autonomy
- Reverse Mentoring Pairing — Exchanging Digital and Institutional Knowledge

Day 5: Practising the Personal Leadership Brand and Growth Plan

- Brand Pitch Rehearsal With Peer Feedback — Testing the Promise Aloud
- Adaptive Challenge Case Clinic — Applying Senior Judgement to Live Dilemmas
- Mixed-Generation Team Simulation — Leading Digitally Across Age Groups
- Stretch Assignment Selection — Matching Experiences to Readiness Gaps
- Personal Leadership Brand and Growth Plan — Committing Milestones With a Sponsor

Applying Next Generation Leadership Brand and Digital Fluency After the Course

- Run three reputation audit conversations with colleagues and refine the brand promise.
- Set up a reverse mentoring pair with a colleague from another generation and agree two digital practices to adopt.

Next Generation Leadership Brand and Digital Fluency Questions FAQ

What is Next Generation Leadership Brand and Digital Fluency and why does it matter now?

It is the preparation of rising leaders to build a credible reputation and lead confidently through digital channels. It matters now because successors take senior posts earlier, where visibility and mixed-age teams test credibility immediately.

Which roles gain most from Next Generation Leadership Brand and Digital Fluency?

High-potential specialists, named successors and young unit heads gain most, especially those leading mixed-age or virtual teams.

How does Next Generation Leadership Brand and Digital Fluency differ from a first-time manager course?

It prepares people for senior and enterprise roles rather than first supervisory duties, focusing on reputation, adaptive judgement and digital influence instead of basic delegation and team routines.

What do you bring back from Next Generation Leadership Brand and Digital Fluency?

You bring back a personal leadership brand and growth plan: a tested brand promise, a profile of strengths and derailers, chosen stretch assignments and milestones agreed with a sponsor.

Next Generation Leadership Brand and Digital Fluency: The Way Forward

The personal leadership brand and growth plan informs the first decision a sponsor faces: which stretch assignment to offer next. Participants, mentors and talent committees use it to track readiness for senior posts. After its first quarter, revisit the brand promise against fresh feedback, since perception shifts once a successor takes visible responsibility.