



Management Books 2000

FOR IMMEDIATE
RELEASE

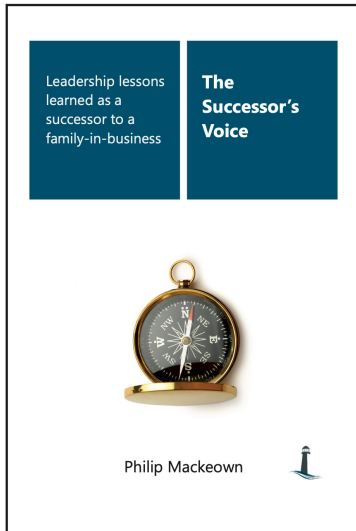
Contact: Philip Mackeown, author.
+353 (0) 86 8291780 Philip@philipmackeown.ie

The Successor's Voice

Leadership lessons learned as a
successor to a family-in-business.

**Available from 26th January 2023, £16.99
Paperback ISBN 9781852527914**

The Successor's Voice is a practical guide for family members succeeding to ownership of a family business, either taking over ownership directly or joining as manager and heir apparent. It is written from the perspective of an author who has himself had senior roles in a large and successful family business, who set up a non-profit to support successors and now advises and supports others taking on similar roles in their own family businesses.



The role of owner or manager in a family business presents unique challenges for the individual concerned, for the family and for the business itself. This important book provides for the first time a go-to resource for the successor to a family-in-business - taking the reader step by step through the processes required to inform themselves on the possibilities of ownership, decide on the best path for them and in turn make a contribution to successful succession. In the words of the author, it is a book written by a successor for successors.

Endorsements and Testimonials.

"Philip listens. Having walked the road of succession, and counselled many others, he is an astute and wise observer of people. The Successor's Voice distils down his empathy and wisdom in a considered, practical, way."

Col Campbell, 2nd generation successor. Chair of the Board, Bewley's Ltd., Ireland.

"A worthy book from one who has truly lived family business and succession. It is filled with great questions and ideas that all contending with succession should consider. Philip Mackeown is a complete thinker with sound advice, and I am glad to have this work in my library!"

Joe Astrachan, Family Business Fellow, Smith Family Business Initiative at Cornell University, Board Chair and Founder, Generation6, Family Enterprise Advisors, USA.

"Being a successor in a family business is largely an inherited condition. This book is chock full of information and ideas based on the author's lived experience that will help all successors understand the challenge of finding their authentic voice. It will also be very useful for relatives, colleagues and advisers who are willing to provide practical support for successors."

Ken McCracken. International Family Enterprise Consultant, UK.

The Successor's Voice book release.

The Successor's Voice is written *by a successor for successors* to families-in-business, to fill the gap in the knowledge and practical advice for successful succession *for and from the point of view of the individual successor*. The aim of this book is to explore and address the question "What should they know of succession, who only succession know?"

The content by chapter is as follows:

Chapter 1 **A Successor by any other name:** defines the position and concerns of the family business successor and how this term extends beyond the narrower term of 'next generation'.

Chapter 2 **What Life Expects:** explains the possibilities and constraints to being a successor to a family-in-business and illustrates how this 'impact of ownership' influences key decisions.

Chapter 3 **Value to the (Family) Company:** explains and illustrates the concept of successor value to the family company, as the key consideration for involvement.

Chapter 4 **Your Career is your own (almost):** identifies and elaborates on 'key-watch-outs' as successors commit to and develop a management career in their family business.

Chapter 5 **Are you Credible?:** explains credibility and outlines five types of successor 'tests' - based on first-hand experience - used to evaluate suitability to lead now and in the future.

Chapter 6 **Design Your Support:** underscores the need for successors to set-up their own feedback and support and identifies a number of practical ways to do this.

Chapter 7 **Your Identity in Transition:** explains how a career in a family business may become derailed and offers practical device on what to do if and when it does.

Chapter 8 **Cultivate Your Talent:** elaborates on the ways to prepare the next generation of successors for ownership and the development of leadership talent within the family.

Chapter 9 **Now Leadership:** identifies how pro-active families govern the development of family talent while other families resist the development of leadership within the family.

Chapter 10 **The Successor's Voice:** pulls the content from the preceding chapters together and presents a step-wise framework for successor leadership development both as a resource for individual successors and as a guide for families-in-business to prioritise, resource and 'do' this vital area

The book also contains a Glossary of Key Terms, a listing of useful books and articles referred to by the author and templates to assist successor understanding and decision making.

The Successor's Voice may be purchased online at Amazon.com from 26/1/23.



Philip Mackeown is an independent specialist talent advisor to family business and family office successors. He is an executive and leadership coach for family successors and works with families to help them prepare family members for leadership and for ownership. He has held senior positions in Musgrave Group, his family's 5th generation business, as manager, Director, Family Council member and Head of the Family Council.

Philip was for many years a visiting lecturer in family business strategy and management at University College, Cork. In 2012 he founded the Family Business Network, a non-profit organisation set up to provide advocacy, support and education for families-in-business in Ireland. Philip has organised, chaired and presented at family business conferences in Ireland, Europe and Asia. Philip is married to Yvette with a family of their own (6th generation) and when not working with successors can be found on a tennis court.



<http://www.philipmackeown.ie>



UK: £16.99

Management Books 2000 Ltd
www.mb2000.com