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A Study on the Significance of Succession Planning in Organisations

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ABSTRACT

Preparation for succession is a crucial component of business administration that guarantees a seamless change in leadership and the ongoing survival of companies. The importance of succession planning and its effect on the company's success are examined in this study. The paper analyzes the advantages, difficulties, and best practices related to succession planning using a thorough review of theoretical frameworks, evidence, and case studies. The research shows that good succession planning reduces leadership voids, improves organizational continuity, boosts employee engagement, draws in the best candidates, and fosters innovations. Yet, due to opposition to change, a lack of resources, and issues with talent identification, succession planning implementation can be tough. Organizations could implement strategies including empowering senior leadership, building a pipeline of talent, encouraging a culture of learning and development, utilizing technology for skills evaluation, and assessing the performance of succession planning activities for addressing these difficulties. This study adds to the body of knowledge by illuminating the importance of succession planning and by offering businesses useful advice on how to develop and put into practice effective succession planning strategies. Organizations may ensure a smooth leadership transfer, uphold organizational stability, and promote sustained progress in a fiercely competitive business climate by effectively nurturing talent and developing the next generation of leaders.

Keywords: Succession Planning, Organization.

INTRODUCTION

As a way to ensure an organization's long-term achievement, security, and long-term viability succession planning is a crucial component of organizational administration. In order to fill critical roles within the organization whenever a need emerges due to retirement, departure, or unexpected events, it entails the recognition, creation, and training of potential leaders. In an organizational environment that is continually changing, effective succession planning allows firms to prepare for leadership gaps and maintain operational continuity, protecting their strategic advantage. Companies understand the importance of succession planning because it involves more than just recognizing possible successors. It includes a systematic method for managing talent, growing leaders, and sharing knowledge. Organizations can reduce difficulties, maintain institutional knowledge, promote employee engagement, and enable a smooth leadership transfer by putting in place a well-constructed succession plan.

The elimination of leadership voids is one of the main advantages of succession planning. Being chosen and nurtured possible successors before important executives leave the organization facilitates a seamless transfer of responsibility and avoids an impairment of enthusiasm. Organizations are able to keep their strategic direction, their stakeholder connections, and their productivity because to this consistency. A Good succession planning also promotes organizational stability. Organizations may guarantee a consistent flow of skilled people prepared to fill important roles by building a talent pool and supporting the growth of prospective leaders. This lessens the need for external hiring and lowers the possibility of leadership skill and experience mismatches. Another important factor that is affected by succession planning is employee engagement. Employee motivation, dedication, and loyalty were more inclined to be readily present when they perceive prospects for development within the company. A company's dedication to the professional development of its staff is shown through succession planning, which also fosters an atmosphere at work and raises satisfaction among staff. Effective succession planning aids businesses in luring and keeping top people. Prospective staff members are more inclined to select an organization as their preferred company when they see a systematic approach to advancing leadership skills and career possibilities. The organization's capacity to draw in and keep top talent is improved by this competitive advantage.

Even while succession planning has clear advantages, businesses frequently encounter difficulties in putting it into practice. Organizations frequently face challenges in implementing effective succession planning procedures, including resistance to change, a lack of resources, and challenges in recognizing potential employees. Organizations can implement efficient procedures for succession planning to overcome these issues. Engaging upper management in the process, developing a talent pipeline through mentoring and advancement programs, promoting an attitude of learning and development, utilizing technology for skills evaluation, and assessing the efficacy of succession planning programs are a few of these methods. The importance of succession planning in businesses cannot be overstated. It ensures a seamless change in leadership, sustains operational stability, and promotes long-term expansion. Organizations may successfully negotiate leadership changes, promote advancement of talent, and ensure their continued prosperity in an ever-more-competitive business climate by proactively handling talent and developing the next generation of leaders.

LITERATURE REVIEW

Sharma, M., & Bhattacharya, S. (2017) The importance of planning for succession in connection to staff retention and stability within the organization in Indian firms is examined in "A Study of Selected Indian Organizations." The assessment emphasizes that by offering distinct career routes and possibilities for advancement, good succession planning serves an essential part in employee retention. Organizations may lower staff turnover and retain key employees by providing chances for growth and development. By permitting seamless leadership changes and preserving continuous operations, succession planning also ensures the stability of the organization. The article investigates a few Indian companies and shows how succession planning done well can increase staff retention and maintain organizational stability. Overall, the assessment emphasizes how crucial it is to prioritize succession planning as a tactical way to keep talent, guarantee leadership consistency, and promote company growth over the course of time.

Ahmad, M., & Schroeder, R. G. (2003) Employee retention serves as an intermediary variable as the investigation analyzes the body of research to comprehend the connection among succession planning and organizational performance. According to multiple studies, good succession planning helps organizations function better by providing a seamless change in leadership and preserving continuity of operations. Additionally, because firms with strong succession planning strategies typically have greater staff retention rates, retention of staff serves as a mediating influence. Employee commitment, engagement, and motivation are higher when they believe there are prospects for career growth and development within the company, which improves organizational performance. The analysis emphasizes the value of succession planning as a tactical instrument for promoting staff retention, which in turn boosts company efficiency.

Chatterjee, S., & Chakrabarti, A. (2018) The literature study investigates the connection among succession planning and firm performance. The results show that efficient succession planning is crucial for boosting business performance. Successful succession planning produces a number of important benefits, including seamless leadership changes, security, and coherence in making strategic choices. The research underlines how proactive succession planning in family businesses boosts revenue, growth, creativity, and viability over the course of time. It emphasizes how crucial it is to deal with particular difficulties brought on by changes in relationships between families, possession, and administration. The analysis as a whole emphasizes the importance of comprehensive management of succession for boosting business performance in Indian family-owned businesses.

Park, J. H., & Gursoy, D. (2018) The study looks at the value of succession planning and the best methods for carrying it out successfully. The research that is already out there highlights how important succession planning is for businesses to maintain leadership and fill talent gaps. For implementation to be successful, a thorough framework with distinct objectives and procedures must be created. The use of technology for talents evaluation, executive involvement, the promotion of an environment of growth and learning, and periodic assessments of efficacy are all examples of optimal procedures. Successful interaction, fostering inclusion and equality, and succession planning that is in line with company goals are all essential. As a whole, the assessment emphasizes the value of succession planning and offers information on the best ways to execute it.

THE CONCEPT OF SUCCESSION PLANNING:

In a strategic process called succession planning, prospective managers are found, developed, and made ready to take on important positions within a company in the future. It is an anticipatory way of managing personnel with the objective of ensuring a seamless change in leadership and preserving organizational stability. Essentially, succession planning involves more than just filling open positions right once. It focuses on creating a pathway for talent and cultivating a pool of people with the qualifications to fill key positions as soon as they become vacant. The need to develop prospective leaders who can guide the business toward sustained success is acknowledged by succession planning as well as the significance of long-term organizational viability.

Preparing for succession has as its main goal reducing potential hazards brought on by leadership shortages. The premature departure of important leaders can cause turbulence inside a company, either as a result of retirements, departures, or unforeseen reasons. By detecting possible successors and equipping them for positions of leadership well in advance, succession planning tries to reduce such interruptions. Aligning succession planning to business objectives and principles is another crucial component. Finding and cultivating leaders who not only have the necessary knowledge and abilities but additionally share the company's goals, aspirations, and principles is crucial. This coordination guarantees a smooth change in leadership and aids in preserving the company's atmosphere and strategic objectives. Evaluation and growth of possible successors are also part of the succession planning process. Evaluation of a person's achievements, prospective, and preparation for leadership roles are all part of this process. To improve their abilities, widen their horizons, and get them ready to assume subsequent obligations, development options including mentorship, guidance, instruction, and assignment rotations are offered.

Additionally, succession planning recognizes the significance of diverse perspectives and inclusion in leadership roles. In order to introduce new viewpoints, creative thinking, and a range of experiences to leadership roles, it is necessary to take into account a wide range of prospective successors. Organizations can promote an increasingly equitable and open work environment by encouraging multiculturalism in succession strategy. Senior management and top executives inside the organization must be actively involved and committed in order for succession planning to be productive. They are important in promoting and advancing the succession strategy and enabling its compatibility into additional organizational and personnel objectives. In general, the idea of succession planning places a strong emphasis on the value of preemptive personnel management, leadership growth, and organizational readiness. It acknowledges that leadership changes are unavoidable and that they need to be carefully handled in order to preserve business consistency, trust among stakeholders, and long-term achievement. This academic paper examines the importance of succession planning in greater detail,

including its advantages, difficulties, and best practices. It offers ideas and guidance to help firms develop and carry out successful succession plans by comprehending the notion of succession planning and its consequences for organizations.

BENEFITS OF SUCCESSION PLANNING:

- 1. Smooth Leadership Transitions: Preparedness for succession facilitates a smooth change in leadership inside a company. Organizations can reduce difficulties, retain operational stability, and protect institutional expertise during leadership changes by recognizing and cultivating possible replacements in advance.
- **2. Organizational Continuity:** By creating a pool of capable people who are ready to take on crucial tasks, succession planning supports business stability. This lessens depend on outside employment and guarantees a consistent supply of qualified leaders, eliminating leadership voids and empowering the business to swiftly respond to challenges.
- **3. Enhanced Employee Engagement:** Forecasting for succession shows how dedicated a company is to the professional advancement of its workers. Organizations may boost engagement among workers, job happiness, and commitment by providing defined career advancement opportunities. When employees perceive prospects for development and promotion inside the company, they feel appreciated and driven.
- **4. Attraction of Top Talent:** A potent tool for luring and keeping top personnel is successful succession planning. Businesses that promote growth in leadership and provide obvious promotion prospects are more inclined to attract potential workers. A strong leadership succession strategy gives a business an edge over others when luring high-achieving personnel and demonstrates its dedication to developing potential.
- 5. Knowledge Retention and Transfer: succession preparation aids in internal information transfer and durability. As seasoned leaders train their successors, they impart important information, skills, and organizational perspectives. By avoiding discrepancies in information and retaining organizational understanding, this facilitates the seamless transfer of crucial expertise and abilities.
- **6. Strategic Talent Development:** Companies are able to recognize and cultivate the next generation of leaders who are in line with their business goals and guiding principles by using succession planning. Organizations can develop a pool of talent of individuals with the specialized skills and competences required to advance the organization by developing leaders organically. The organization's capacity to tackle present and upcoming issues is strengthened by this proactive strategy regarding fostering talent.
- 7. Leadership Development and Growth Opportunities: Leadership training and advancement possibilities are provided by succession planning. Focused instruction, mentoring, and assignment rotations are offered for prospective successors in order to hone their talents and introduce them to various facets of the company. They are more equipped for potential management responsibilities as well as for general career growth and adaptability.
- 8. Organizational Stability and Success: A robust succession planning strategy is essential to an organization's prosperity and sustainability. Organizations may sustain persistent leadership, successfully carry out tactical objectives, and move through changes by assuring a steady supply of qualified leaders. Staff, clients, and funders become more confident in the company as a result of this equilibrium, which improves its public image and profitability over the long term.

Research thoroughly examine the advantages of succession planning, which is backed up by case studies from the real world. Organizations may appreciate the significance of planning for succession and make intelligent choices about how to carry out and advance their efforts by being aware of these advantages.

CHALLENGES IN SUCCESSION PLANNING:

- 1. Resistance to Change: When succession planning is implemented, stakeholders and individuals who are accustomed to the current system of leadership frequently object. Successful change management techniques, straightforward interaction, and an emphasis on the advantages of succession planning are necessary for conquering resistance.
- **2. Limited Resources:** Efforts in education efforts, programs for developing leadership, and skill evaluation techniques may be necessary as part of succession preparation, which may prove to be a highly resource-intensive process. Establishing thorough succession planning plans can be difficult for firms with a shortage of personnel and financial resources.
- 3. Talent Identification: Finding qualified successor candidates might be difficult. It necessitates a careful evaluation of each person's abilities, potential, and alignment with company values and strategic objectives. Prejudices and a lack of established standards can make the task of identifying talent even more difficult.
- **4. Succession Timing and Readiness:** A difficult choice must be made when deciding when to promote someone else to a leadership position. Scheduling requires taking into account elements including the organization's equilibrium, the present leader's preparedness for retirement or flight departure, and the successor's suitability. Changes that happen too soon or too slowly might harm the efficiency of an organization.

- **5. Competing Priorities:** Various corporate goals, such as regular operations, business goals, and immediate goals may conflict with the succession plan. The requirements of succession planning must be balanced with other urgent the demands of the company, which necessitates precise prioritisation and efficient management of resources.
- **6. Lack of Accountability:** Organizations occasionally could not have a defined structure of responsibility for the accomplishment of succession preparation projects. The efficacy of the procedure for succession planning could be hampered without definitive ownership and supervision, resulting in subpar replacement preparedness and higher risk to the company.
- **7. Retention of High-Potential Employees:** Talent retention issues may unintentionally arise as a result of succession planning. There is the possibility of shedding top talent prior to take on leadership responsibilities inside the firm if high-potential individuals who have been recognized as possible successors became appealing targets for competitors.
- **8. Diversity and Inclusion:** It might be difficult to achieve inclusiveness and diversity in succession planning. Due to the historical dominance of specific demographics in leadership roles, it is critical to remove prejudices and guarantee equitable chances for applicants from various perspectives.

In-depth analysis of the difficulties posed by succession planning is provided in this research study. Organizations can predict possible challenges and create plans to address them by knowing these issues. Study offers ideas and guidance to assist organizations successfully traverse the hurdles of succession planning and leverage the advantages of an executed correctly succession planning strategy by case studies

CASE STUDIES

Case Study 1: General Electric (GE) The global business General Electric (GE) is renowned for its effective succession planning procedures. GE had a strict personnel management and succession planning program while Jack Welch served as CEO. Welch stressed the "GE Workout" strategy, which involves finding individuals with outstanding potential and giving them intense training and career development chances.

The transfer from Jack Welch to the company's successor, Jeff Immelt, is a prominent illustration of GE's successful succession planning. Immelt was thoroughly prepared for leadership through a variety of GE positions, and he demonstrated that he possessed the required abilities. The smooth transition of power permitted GE to continue to dominate the world in a number of areas while ensuring consistency in its strategic choices. The investigation emphasizes the value of long-term planning and deliberate leadership development inside a company. The growth of the business and an effortless leadership transition were both made possible by GE's succession preparation procedures.

Case Study 2: Microsoft Technology Juggernaut Microsoft has a long history of employing effective planning for succession procedures. The change from Bill Gates to Steve Ballmer as the chief executive officer is one famous instance. Gates proactively prepared Ballmer for the position over a number of years after realizing the need of proper succession planning.

The leadership change was effortless since the transfer was organized and carried out. Ballmer was able to successfully lead the firm because of his indepth knowledge of Microsoft's culture, approach, and competitive edge. Microsoft was able to keep its leadership position in the sector while continuing its upward development trajectory because to this successful succession strategy. The Microsoft case study emphasizes the significance of fostering inhouse talent and matching possible successors with the vision and principles of the company. By making an investment in succession planning and growth of leadership, Microsoft was able to guarantee a smooth transfer and maintain its market dominance.

Case Study 3: Tata Group An important difficulty with succession planning was confronted by the well-known Indian conglomerate Tata Group in the beginning of the 2010s. A suitable replacement needed to be found as Ratan Tata, the chairman of Tata Sons, the parent company for the Tata Group, was getting close to retiring. Cyrus Mistry was chosen as Ratan Tata's successor after a careful succession planning exercise. But there were problems with the change, and after a while Mistry lost his post as chairman. This circumstance made it clear how crucial it is to find a replacement that not only fits the organization's culture and tactical objectives, but also fits in well with them. The Tata Group case study highlights the necessity of ongoing assessment and modification of succession planning initiatives. It emphasizes the importance of matching corporate principles with leadership growth and facilitating an effortless change by taking both ability and suitability into account.

These case studies highlight the value of succession planning in businesses. They provide examples of how sound succession planning procedures support long-term achievement, strategic thinking, and organizational sustainability. Businesses can learn important lessons about succession planning through both successful and difficult situations by looking at these real-life instances.

BEST PRACTICES FOR SUCCESSION PLANNING

Detailed descriptions of best practices for succession planning that organizations can consider:

1. Involvement of Senior Leadership: Senior leadership must be actively involved in and supportive of succession planning. Executives ought to encourage the procedure, show dedication, and act as examples for others learning about leadership. Their participation encourages succession planning across the company and makes succession planning's significance evident.

- 2. Creating a Talent Pipeline: A talent pool must be built in order to implement succession planning successfully. High-potential personnel should be recognized by their employers and given specialized development chances. This may involve stretch assignments, mentoring, employment rotations, and development programs. A steady stream of competent leaders is ensured by creating a diversified pool of prospective replacements.
- **3. Fostering a Culture of Learning and Development:** An environment of growth and training is necessary for effective succession planning. Continuous growth for both present leaders and future leaders should be a top priority for organizations. This can entail opening up educational opportunities, promoting lifelong learning, and setting up coaching or mentoring programs to develop leadership abilities.
- **4. Leveraging Technology for Talent Assessment:** The evaluation of talent can benefit greatly from technologies. Businesses ought to utilize use of tools like talent administration applications, systems for performance management, and statistical analytics to evaluate and monitor the abilities and future prospects of possible successors. Technology-driven evaluations offer unbiased findings that support sound choices.
- **5. Evaluating the Effectiveness of Succession Planning Initiatives:** The efficiency of succession planning activities must be regularly assessed in order to make the required modifications. Key performance indicators (KPIs) and measures should be established by organizations to assess the success of succession planning initiatives. This entails examining possible successors' capacity for leadership, tracking the effects on the efficiency of the company, and reviewing their preparation.
- **6.** Aligning Succession Planning with Organizational Strategy: The corporate objectives and principles of the company ought to be reflected in succession planning in order to have the greatest effect. Successors need to be selected depending on their compatibility with the organization's mission and philosophy as well as their abilities and experience. Future leaders will be prepared to move the organization ahead if succession planning is coordinated with the organizational strategy as a whole.
- 7. Promoting Diversity and Inclusion in Succession Planning: Preparing for succession must take inclusion as well as diversity into account. Organizations ought to aim to develop a pipeline of diverse leaders who represent the wider workforce and community. Organizations gain from a range of viewpoints, thoughts, and situations, resulting in improved decision-making and creativity, by taking individuals from different walks of life into consideration.
- **8. Communicating Succession Planning Efforts:** The achievement of initiatives for future succession depends on successful interaction. Organizations ought to clarify succession planning's goals, advantages, and procedures to workers at all tiers. Open dialogue helps people take an active role in their own growth and development, reduces unpredictability, and enhances staff engagement.

Businesses can improve the efficiency and efficacy of their succession planning activities by implementing these recommended procedures. These procedures enable the creation of a strong talent pipeline, guarantee corporate goals are met, encourage inclusiveness and diversity, and establish an environment of learning. By putting these highest standards into effect, an organization may successfully identify, establish and deploy its future leaders, ensuring the company's continued success.

STRATEGIES FOR EFFECTIVE SUCCESSION PLANNING

- 1. Establish Succession Planning Governance: Businesses ought to set up a governance framework specifically for managing the succession strategy to enable successful execution. This entails forming a task force or group for succession planning made up of important parties like senior leaders, HR experts, and officials from pertinent departments. In order to guarantee that activities for succession planning are successful, the board of directors should be in charge of determining the strategic course of action, evaluating the status of the work, and offering direction.
- 2. Emphasize Succession Planning as a Strategic Priority: Organizations should present planning for succession as an organizational objective to emphasize its significance. To do this, executives must actively communicate the need of succession planning at the level of the organization, particularly through endorsement from the executive level. Organizations can make sure that the next generation gets the resources, focus, and consistency with long-term goals it needs by incorporating it into the procedure of general strategy development.
- 3. Engage Potential Successors in Development: Organizations should actively involve future successors in their own process of development in addition to offering them tailored possibilities for growth. This can be done through empowering and instilling a feeling of responsibility in future leaders while motivating them to actively participate in their development. Organizations can increase potential successors' dedication, drive, and feeling of responsibilities by including them in their assessment of their requirements for growth and the co-creation of development plans.
- **4. Leverage Succession Planning Technology:** The efficient functioning of succession planning can be significantly increased by using technological solutions. Organizations must make use of talent administration systems, statistical analysis tools, and succession planning technologies to speed up the method, streamline evaluations, and enable data-driven decision-making. These tools can aid in the identification of skill gaps, the monitoring of learning progress, and the evaluation of leadership preparedness in possible successors.
- 5. Integrate Succession Planning with Performance Management: The connection among personal achievement and leadership development is strengthened when succession planning and performance administration processes are combined. Organizations may recognize individuals with great potential and customize development programs for them by tying succession planning conversations to performance evaluations. This combination makes certain that succession planning initiatives are based on factual performance data and support a meritocratic culture.

- **6. Encourage Knowledge Transfer and Mentoring:** Organizations need to promote sharing of expertise and mentorship ties among existing leaders and possible successors in order to optimize the beneficial effects of the succession strategy. It is easier to pass on important organizational expertise when aging or outgoing leaders encourage future successors to learn from their ideas, experiences, and expertise. Potential successors can benefit from mentoring initiatives by receiving advice, assistance, and chances to study under more seasoned executives.
- 7. Adapt Succession Plans to Changing Business Landscape: Companies must maintain flexibility and adaptability to respond to shifting business circumstances in order to implement effective succession planning. This entails periodically assessing and revising succession plans to keep them in line with changing corporate objectives, economic situations, and technology developments. Organizations can maintain their relevance, flexibility, and responsiveness to changing leadership requirements by proactively revising succession strategies.
- 8. Promote Diversity, Equity, and Inclusion in Succession Planning: Diversity, equality, and inclusion (DEI) should be given priority in an organization's succession planning initiatives. This entails deliberately selecting and encouraging future leaders from many backgrounds, cultures, and viewpoints. Organizations benefit from various perspectives, better decision-making, and increased creativity by developing inclusive leadership pipelines. The methods for talent discovery, evaluation, and nurturing should take DEI factors into account.

Organizations can improve the effectiveness as well as effect of their succession planning programs by employing five distinct tactics. In succession planning, these methods place a strong emphasis on governance, strategy alignment, participation, technology, linkage with performance oversight, expertise transfer, versatility, and multiculturalism. By putting these tactics into practice, organizations may develop a strong leadership pipeline and achieve lasting success.

CONCLUSION

This study's conclusion emphasizes the critical importance of succession planning in businesses and the wide-ranging effects it has on their long-term achievement. Research have found priceless insights and pinpointed strategies that emphasize the significance of successful succession planning by carefully reviewing theoretical frameworks, study results, and case studies from the real world.

Planning for succession goes beyond simply filling open positions; it includes a planned talent administration strategy that guarantees a smooth change in administration and maintains organizational consistency. Effective planning for succession has numerous advantages and an important effect on the efficiency of an organization. First and foremost, succession planning helps businesses successfully move through leadership changes. Organizations can reduce difficulties, keep their objectives in mind, and maintain important stakeholder partnerships by aggressively recognizing and cultivating possible successors. The organization's capacity to adjust to change, overcome obstacles, and maintain operational reliability is ensured by that consistency in leadership.

Effective succession planning also encourages an engaged atmosphere at work. Employees stay more inspired, invested, and devoted when they see clear paths for personal development and career success. A company's dedication to developing talent, providing a great work environment, and eventually raising employee happiness and retention rates can be shown in their succession planning efforts. Furthermore, succession planning is an effective strategy for luring and keeping top people. Organizations that place a high priority on succession planning convey a significant message to strong performers looking for chances for career progression. An effective succession planning strategy strengthens the organization's competitiveness in the talent market by establishing its position as an employer of choice.

While there is no disputing the advantages of succession planning, businesses must be ready to face implementation difficulties. Managing opposition to change, assigning enough resources, identifying and cultivating high-potential people, and maintaining equality and inclusion in the succession pipeline are some of these problems. Organizations can overcome these obstacles and increase the success of their planning for succession initiatives by implementing best practices. A strong talent pipeline, encouraging an environment that values ongoing growth and learning, utilizing technological tools for abilities evaluation, and frequently assessing and enhancing succession planning plans are some of the key standards for effective succession planning. These procedures give businesses the ability to take a methodical and comprehensive method for leadership development, organizational readiness, and talent administration.

In summary, succession planning is a crucial operational requirement for firms rather than only an administrative obligation. Organizations may create operational equilibrium, foster creativity, and solidify their spot in a business environment that is becoming ever-more competitive by actively handling talent, fostering the next generation of leaders, and assuring a smooth leadership transfer. The results of this study offer companies useful knowledge and practical advice for developing and putting into practice successful succession planning plans. Organizations have to recognize the basic importance of successfully negotiate leadership changes, support ongoing growth of talent, and equip themselves for sustainable long-term success by adopting continuity planning as a fundamental component of their organizational DNA. Planning for succession is a continuous commitment to developing and educating the executives of future.

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