

# SUCCESSION PLANNING IN BUSINESS



[www.bertweenink.co.za](http://www.bertweenink.co.za)

# BERT WEEINK

*"YOUR JOURNEY BEGAN WITH A DREAM. YOU BUILT AND GREW YOUR BUSINESS – NOW YOU OWE IT TO YOURSELF TO TAKE IT TO THE NEXT LEVEL."*

Bert Weenink is a highly motivated business growth coach who is dedicated to working with passionate business owners and leaders. His ultimate goal is to assist them in creating extraordinary and highly profitable businesses. With a vision to inspire and empower more than 10,000 business owners, Bert aims to foster the development of thriving enterprises that will generate 100,000 jobs.



With an impressive 30-year career in the FMCG industry, Bert brings a wealth of strategic management experience to his coaching practice. He has held senior management and board positions, including CEO, Manufacturing Director, and Operations Director, at Clover SA, McCain Foods SA, and Stamford Sales. Throughout his career, Bert has gained invaluable knowledge in running businesses and possesses a comprehensive understanding of their technical, managerial, and entrepreneurial aspects. He has worked closely with leading South African retailers and has a solid grasp of areas such as agro-processing, supply chain operations, sales and marketing, human resources, risk management, strategic planning, change management, and project management.

## Identification of Key Roles

Determine which roles are critical to the organization's success. This often includes top executives, key managers, and other essential positions. Identifying these roles helps focus the succession planning process on positions that would have the most significant impact if vacated.



for so long that there is no

# talent

a natural

to do something well: the basic ability of a person or people with s

## Talent Development

Invest in the development of potential successors. This includes training, mentoring, and providing opportunities for professional growth. Developing internal talent is often more efficient and cost-effective than hiring externally.

## Assessment and Selection

Evaluate potential candidates for key roles based on their skills, experience, and potential for growth. Use objective criteria and tools, such as performance reviews and leadership assessments, to ensure a fair and thorough selection process.





## Communication and Transparency

Communicate the succession plan to relevant stakeholders, including current leaders, potential successors, and key employees. Transparency helps manage expectations and ensures that everyone understands the process and criteria for selection.

## Contingency Planning

Prepare for unexpected events, such as sudden departures or health issues. Contingency planning involves having interim leaders or backup plans in place to ensure business continuity in case of unforeseen circumstances.



# TIME FOR REVIEW

## Regular Review and Updating

Succession planning is an ongoing process that should be regularly reviewed and updated. Business needs, market conditions, and individual career paths can change, so it's essential to revisit and adjust the plan periodically to keep it relevant and effective.

**WITH OUR *PROVEN* COACHING METHODOLOGIES AND  
STRATEGIES, YOU CAN TAKE YOUR BUSINESS TO THE *NEXT  
LEVEL* AND ACHIEVE THE SUCCESS YOU'VE ALWAYS  
DREAMED OF!**



**Bert WEENINK**  
World Class Business Coach  
Franchise Partner

**ActionCOACH Inspire**

Mobile: +27 82 320 6072  
[www.bertweenink.co.za](http://www.bertweenink.co.za)

**ACTION COACH**

