Signature talk

# The First Generation Leader

Leading at a level no one in your family has led before.

Keynote · Workshop

Your audience stops seeing a small circle of advisors as a personal weakness. They start treating it as a gap they can close on purpose.

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| Who it is for | Founder-led and first-generation businesses, family groups in transition, leadership programmes and any audience where many people are the first in their family to lead at this level. |
| What people leave with | Why a family network gives leaders better information, not just social advantages. |
| | Where to find a second opinion from someone who has nothing to lose by being honest. |
| | How to tell the difference between advice and agreement. |
| Formats | Keynote, 45 to 60 minutes |
| | Moderated conversation or fireside, 60 minutes |
| | Masterclass, a half day, as First Generation Leadership |
| | Closed session for a founder or family board, 90 minutes |

Abstracts to use as written

In 50 words

A leader from a family of leaders hears a second opinion at the dinner table. A first-generation leader hears the business. Frank Tsuro shows why that gap is about information, not ability, and how to build, on purpose, the second view others get for free.

In full

Many leaders today are the first in their family to lead at this level. They rose through talent and grit, without the playbook others inherit: the language, the networks and the mentors many take for granted. Frank Tsuro shows why a family network gives leaders better information, not just social advantages, where to find a second opinion from someone with nothing to lose by being honest and how to tell advice from agreement. The audience stops treating a small circle of advisors as a personal weakness and starts closing the gap on purpose.

# Skill is rarely the problem. Information is.

About the speaker

Frank Tsuro is an independent advisor to chief executives, chairs and boards. Big decisions are often made on half the picture. He finds out the other half, in confidence, before it costs them. Since 2013 he has advised more than 230 C-suite and director-level executives and has spoken in more than 15 countries across Africa, Europe, the Middle East and North America. He has served on the international board of a global nonprofit and founded FranklySpeaking and #PeopleMakingHistory.