



Thursday Insight  
January 19, 2023

## The Secret Sauce to Exit Planning

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*Presented by Shelley Lightfoot and  
Melisa Silverman*



# Care to Know™



Thought Leader Community providing resources, education, and advice via collaborative think tanks, events, programs, online content, and introductions.  
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Providing valuation services for both successful families implementing wealth transfers and business owners planning for growth, regulatory compliance, litigation, acquisition, taxation, and transition strategies.  
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Improve Profits, Create Value

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WEALTH STRATEGIES COLLABORATIVE

Helping affluent families get to the heart of highly relevant matters and resolve messes in the areas of estate, business and tax planning, and family wealth counseling.  
[www.StrazzeriMancini.com](http://www.StrazzeriMancini.com)



Leading business owners through all phases of transition where increased clarity, net cash flow, and market value expands and solidifies choices for business transition: if, when, how, how much, and to whom.  
[wwwFOUNDERSGroup.biz](http://wwwFOUNDERSGroup.biz)



Helping advisors and families

## SEE PAST THE LINE

Uncommonly creative, leading edge  
not bleeding edge

[Home](#) > [Home Test](#)

*For Successful Families & Business Owners and their Professional Advisors*

### SCI RESOURCES AND HISTORY

Culture and Family of Resources | Timeline and Evolution of Programs  
Meet Our Team | Advisor Partnering Opportunities | Summary of  
Certifications, Programs, and Conferences



### SCI ACADEMY

Register for Live and Virtual Events | Digital Education on  
Legal/Financial/Tax and Business Planning Topics | SCI Subject  
Matter Experts | Membership Opportunities



## We<sup>2</sup> FIVE POINT CREED

- We believe clients *deserve an outer circle*, not just an inner circle
- We take pride in knowing *what we don't know*
- We say YES to *the conversation before* we say YES to *the work*
- We refer *based on right-fits* over reciprocity
- We *courageously question* the latest shiny objects, and



# Exit Planning Process Overview

## THE PROCESS

### Review and Enhancement Design

- Business Attractiveness & Readiness Assessments
- Personal & Financial Assessment
- Calculated Business Valuation
- Prioritized Enhancement Initiative Plan

### Enhancement Initiatives

- The Five Transition Goals
- 90-day Sprints
- Team & Owner Update Meetings

### The Decision

- Keep and Grow
- Ownership Transition

## VALUE ACCELERATION & TRANSITION PREPARATION FIVE TRANSITION GOALS

### Increase Profitability and Net Cash Flow

*Comprehensive Review of Financial Statements  
Financial Statements Clean-up  
Crisis Management (Turnarounds)  
Cash Flow Analysis and Management  
Detailed Cash Flows and Projections  
Operational Reviews and Process Improvement  
CFO Support  
Improving Standardization of Process and Reporting  
Customer and Vendor Relationship Management  
Bank Negotiations  
Advanced Tax Planning*

### Increase Enterprise Value

*Calculated Business Valuations (Pre-Due Diligence)  
Intellectual Property Valuations  
Quality of Earnings Analysis  
Attractiveness and Readiness Assessments (Business & Personal)  
Risk Management Assessments  
Business De-Risking and Contingency Plans  
Assessment of Advisor Team  
Management Team Development  
Business Development  
Marketing and Brand Development  
Strategic Introductions  
Culture Improvements  
Buy Side Acquisitions and Due Diligence Support*

### Solidify Choices for Your Business Transition

*Certified Business Valuations (Benchmark)  
Analysis of Transition/Exit Options  
Creation of the Sales Deck  
Exit/Transition Plan Development, Advisory Services & Implementation  
Due Diligence Preparation & Implementation (Checklists and Documentation)*

### Align Personal and Business Goals

*Business and Personal Contingency Planning  
Assure the Continuance of Your Lifestyle and Protection of Your Assets  
Tax and Estate Planning  
Charitable Gift Planning  
Succession Plans  
Life after Transition Planning*

### Align Owner, Team and Family

*Tactical and Strategic Planning (Nine Key Business Questions)  
Obstacles and Opportunities (Card Deck Discussion)  
Business and Family Conflict Resolution  
Business Performance Roundtables*

We often partner with other advisors and professionals in these areas:

- Financial Planning
- Investment Banking
- Accounting
- Legal Services
- Business Brokerage
- Insurance Services
- Banking/Financing
- Tax and Estate Planning
- Executive Coaching



Leading business owners through all phases of transition where increased clarity, net cash flow, and market value expands and solidifies choices for business transition: if, when, how, how much and to whom.

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# Business Succession Journey

## Partnering Toolkit and Workflow Process a

### *The Pre-Engagement Process*

### *The Engagement Process*

#### Step One

*(The Five Limitations to Progress)*

##### The Early Glue

- Finally a mutually safe, progress-proven approach to raising the biggest topic of your clients' lives.
- From silos to strategic: demonstrate you understand and honor the complete and profound context of their multi-faceted journey.

##### Tools

- *Co-branded marketing materials*
- *The Anatomy of a True Start explanatory copy*
  - Seminar and/or individual meetings
- *Diagram: The Anatomy of Choice, The Five Limitations to Progress*
  - Seminar and/or individual meetings
- *13 Initial Qualifying Questions*

#### Step Two

*(The Anatomy of a True Start)*

##### The Validator

- Gives client a self-exploratory olive branch to their own psyche.
- Gives advisor a documented, prioritized sneak preview of client's pain and aspirations.

##### Tools

- *The Anatomy of a True Start Tutorial Video*
- *The Anatomy of a True Start digital questionnaire (personalized link with texting option)*

#### Step Three

*(The Business Succession Journey)*

##### The Bridge to Yes

- Structured track to empower and pose relevant follow-up questions.
- Demonstrates your wisdom for leading the entire journey from the onset.

##### Tools

- *Questionnaire results email*
- *Diagram: The Anatomy of Choice, The Business Succession Exploration*
- *Embedded Checkpoints: The Anatomy of a True Start*
- *Process and marketing pieces converted to one comprehensive digital flipbook*

#### Step Four

*(Review and Enhancement Initiative Design)*

##### The Engagement

- From the awkward cross-sell-later conversation to a consultative pre-sell dialogue.
- Your core discipline as an early and obvious integrated anchor that's essential to the collaborative journey.

##### Tools

- *Engagement Agreement*
- *Online Business Attractiveness & Readiness Assessments with Automated Reports (for exiting and incoming owners)*
- *Online Personal & Financial Assessment with Automated Reports (for exiting and incoming owners)*
- *Calculated Business Valuation*
- *Business Executive Summary Report*
- *Recommended 90-Day Sprints: Enhancement Initiative Program*

#### Step Five

*(Enhancement Initiatives)*

##### The Work with a Capital W

- Value acceleration focus leverages selected sprints to maximize entity value. Defined time frames mirror entrepreneur's need for proof and outcomes.
- Momentum is sustained with ease using clear, quantifiable parallel tracks to progress. Dashboard records progress and pre-anticipates next essential moves.
- 360° approach broadens your lane by increasing urgency for existing opportunities and revealing new ones.

##### Tools

- *Post-Assessment Summaries*
- *Selected 90-Day Sprints*
- *Enhancement Initiatives Process*
- *Nine Key Business Questions*
- *Momentum Dashboard*

#### Step Six

*(Benchmarking)*

##### The Quantifiable Wins

- Celebrates client's business as a body of work, not just an operating entity. Cements your role as coach, quarterback and financial sage.
- Focus on increasing business value expands client's choices regardless of what they choose and when. Client's confidence increases as integration, wisdom, and a clear path to progress exceeds their expectations.
- Knowing that entity value comes in three forms, tools update all facets of progress, both objective and subjective, internal and external.

##### Tools

- *Enterprise Value, updated appraisal*
- *Net Cash Flow Reports, updated*
- *Satisfaction & Clarity, The Anatomy of a True Start Questionnaire retake*
- *Results & Conclusions Worksheet*

#### Step Seven

*(The Decision)*

##### The Inspired Choice

- Guides client through complete breadth of options: keep vs. sell, in whole or in part, internally or externally, now or in the future.
- Harnesses your role as sage and mentor to your cherished clients. Cements your place as a multi-disciplinary strategist with the courage to raise topics outside of your own silo.

##### Tools

- *Inspired Choice Decision Worksheet*
- *Due Diligence Preparation*
- *Execution Plan*
- *Transactional Support*

*\*Italicized step titles in parenthesis are the corresponding client facing process step names.*



## The Pre-Engagement Process

### Step One

*(The Five Limitations to Progress)*

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## *The Pre-Engagement Process*

### Step One

*(The Five Limitations to Progress)*

#### The Early Glue

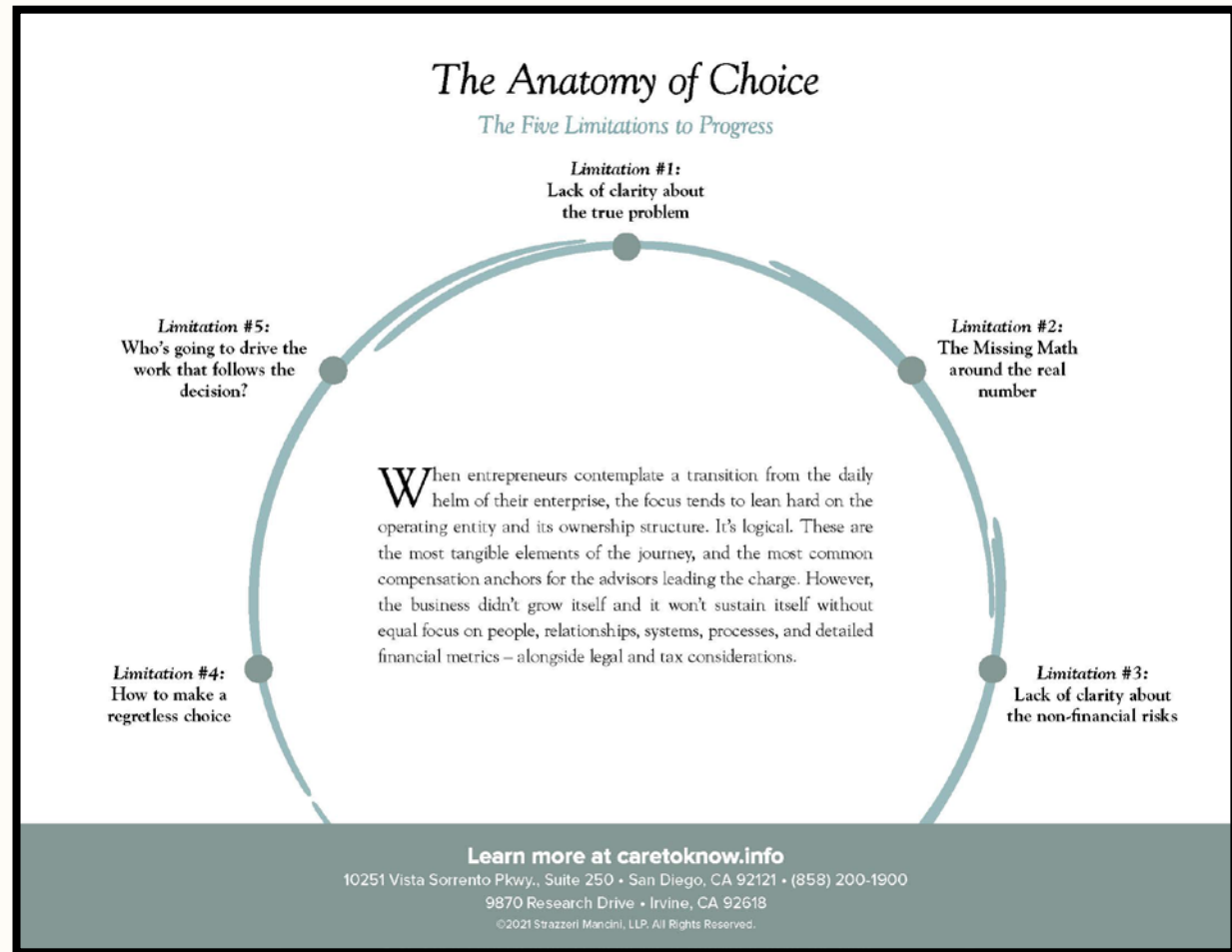
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# Step 1 Tools: The Five Limitations to Progress Discussion Diagram





# Tools: 13 Initial Qualifying Questions



## INITIAL QUALIFYING QUESTIONS



1. Name of the company and address of the corporate headquarters.
2. Owner contact name, telephone number and email address.
3. Type of company – C-Corporation or S-Corporation, LLC, Partnership or Sole Proprietorship
4. What does the business do?
5. How many owners (shareholders) and what is each owner's percentage ownership interest?
6. How many people on the management team?
7. How many different profit centers?
8. How many locations?
9. How many employees?
10. Does the company own any real estate?
  - a. If yes, does the company have a recent real estate appraisal?
11. Does the company own any intellectual property? i.e. patents, copyrights, trademarks, proprietary software, trade secrets, websites, brands, etc.?
12. What are your revenues for the most recent year end and current year to date?
13. What was the Company's net income for those same periods?

If possible, please also provide:

- A copy of the company's YTD P&L and Balance Sheet for the current year as well as the previous year.
- The company's cap table or stock ledger for the company.



# Step 1 Tools: Co-branded Client Process Overview



**THE PROCESS**  
*An entrepreneur's business succession journey*

**The Anatomy of Choice**

- The Five Limitations to Progress
- The Anatomy of a True Start
- The Business Succession Journey

**Review and Enhancement Design**


- Business Attractiveness & Readiness Assessments
- Personal & Financial Assessment
- Calculated Business Valuation
- Prioritized Enhancement Initiative Plan


**Enhancement Initiatives**

- The Five Transition Goals
- 90-day Sprints
- Team & Owner Update Meetings

**The Decision**

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 **Asset Preservation Strategies, Inc.**  
*Collaborative Wealth Management*

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# Step 1 Tools: Five Transition Goals





# Step 1 Tools: Five Stages of Business

	Vision and Drive	Attracting and Engaging Customers	Working with Customers & Administration
Stage 1	Owner	Owner	Team supported by Owner
Stage 2	Owner supported by Leadership	Owner supported by Leadership	Team supported by Leadership
Stage 3	Leadership supported by Owner	Leadership supported by Owner	Team
Stage 4	Leadership supported by Owner and Team	Team supported by Leadership	Team
Stage 5	Leadership supported by Team	Team	Team

# Step 1 Tools: The Math – Five Types of Valuations

Common Forms of Business Valuation

Valuation Type	Description	Typical Uses
<b>Quality of Earnings Report</b>	Detailed analysis of all the components of a Company's revenue and expenses to assess the sustainability and accuracy of a Company's historical and projected earnings.	<i>Due Diligence</i> <i>Sale of a Business</i>
<b>Certified Valuation Report</b>	Comprehensive analysis of a Company to determine the current per share value of the ownership interests or enterprise asset value of the tangible and intangible assets in the Company.	<i>Due Diligence</i> <i>Sale of a Business</i> <i>Mergers &amp; Acquisitions</i> <i>Trusts &amp; Estates</i> <i>Tax Planning</i> <i>ESOPs</i> <i>409A Stock Incentive Plans</i> <i>Financing</i> <i>Intellectual Property Spinoffs</i> <i>Partner Disputes/Buyouts</i> <i>Divorce</i> <i>Purchase Price Allocation</i> <i>Goodwill Impairment</i>
<b>Calculated Valuation Report</b>	Valuation analysis of a Company based upon a defined set of exit planning parameters.	<i>Pre-Due Diligence</i> <i>Exit/Succession Planning</i> <i>Client Specific Requirements</i>
<b>Restricted Use Valuation</b>	Limited valuation for a specific intended user(s) that does not require all of the supporting rationale for the opinions and conclusions of value.	<i>On a case-by-case basis</i>
<b>Re-Casted Financials Report</b>	Contains historical normalized earnings of a Company along with some comps to determine a range of value for a Company.	<i>Investment Bankers &amp; Business Brokers to determine an initial value</i>



# Step 1 Tools: Anatomy of Choice – The Five Limitations to Progress

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- Lack of clarity about the true problem
- The Missing Math™ around the real number
- Lack of clarity about the non-financial risks
- How to make a regretless choice
- Who's going to drive the work that follows the decision?



When partnering with TFG - client receives “gift” of book 2 days prior to initial meeting



## The Pre-Engagement Process

### Step One

*(The Five Limitations to Progress)*

#### The Early Glue

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*(The Anatomy of a True Start)*

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## The Engagement Process

### Step Five

*(Enhancement Initiatives)*

#### The Work with a Capital W

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#### Tools

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### Step Six

*(Benchmarking)*

#### The Quantifiable Wins

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### Step Seven

*(The Decision)*

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#### Tools

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# Step Two

*(The Anatomy of a True Start)*

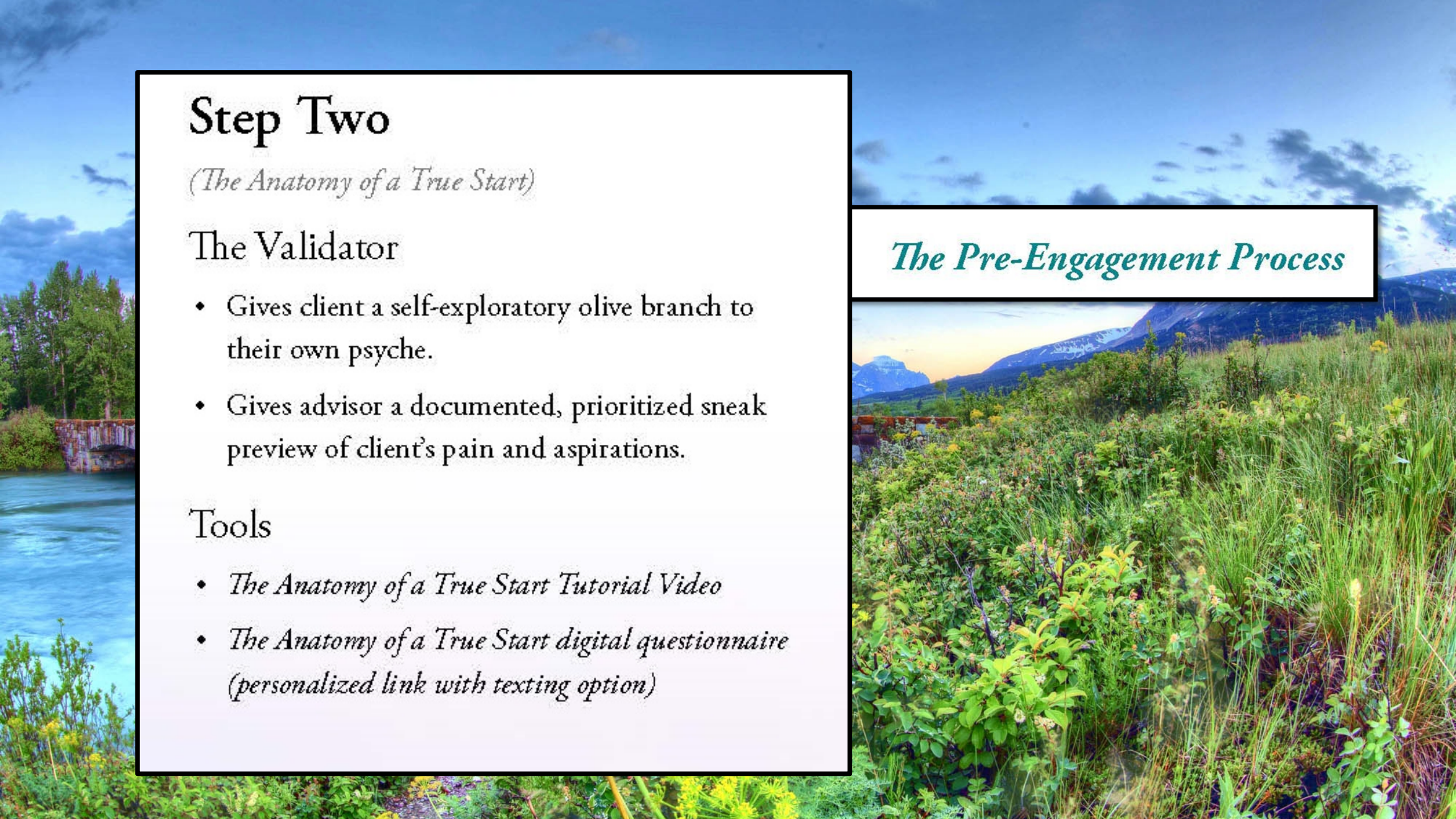
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*The Pre-Engagement Process*





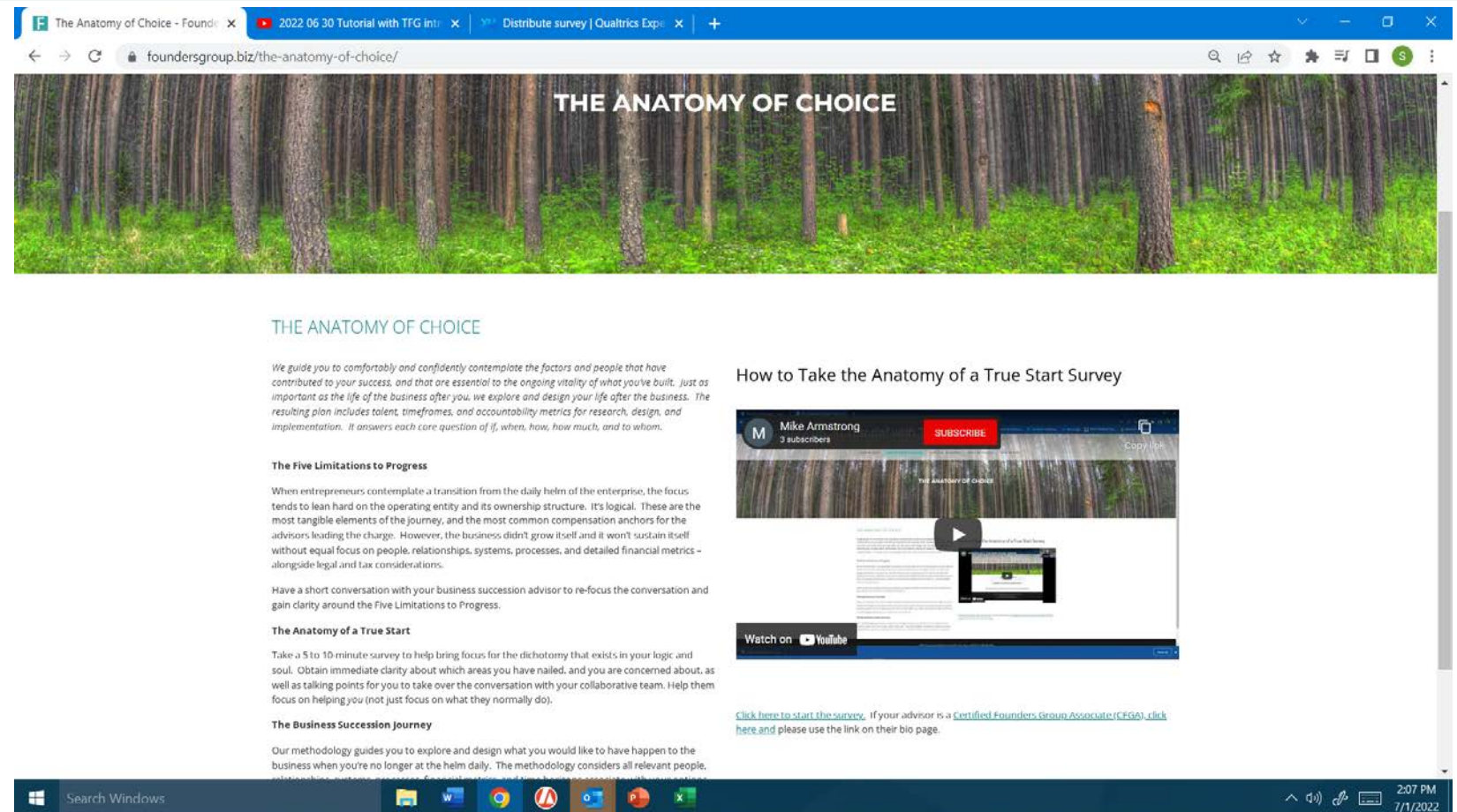


## To Take Anatomy of a True Start Digital Questionnaire

- Text to 858-256-1165 the code **ICA**
- Enter first name email address at prompt
- Receive link to survey in both text and email



# Step 2 Tools: Anatomy of a True Start Survey and Tutorial



The Anatomy of Choice - Founders Group | 2022 06 30 Tutorial with TFG intro | Distribute survey | Qualtrics Experience

foundersgroup.biz/the-anatomy-of-choice/

## THE ANATOMY OF CHOICE

We guide you to comfortably and confidently contemplate the factors and people that have contributed to your success, and that are essential to the ongoing vitality of what you've built. Just as important as the life of the business after you, we explore and design your life after the business. The resulting plan includes talent, timeframes, and accountability metrics for research, design, and implementation. It answers each core question of if, when, how, how much, and to whom.

### THE ANATOMY OF CHOICE

#### The Five Limitations to Progress

When entrepreneurs contemplate a transition from the daily helm of the enterprise, the focus tends to lean hard on the operating entity and its ownership structure. It's logical. These are the most tangible elements of the journey, and the most common compensation anchors for the advisors leading the charge. However, the business didn't grow itself and it won't sustain itself without equal focus on people, relationships, systems, processes, and detailed financial metrics – alongside legal and tax considerations.

Have a short conversation with your business succession advisor to re-focus the conversation and gain clarity around the Five Limitations to Progress.

#### The Anatomy of a True Start

Take a 5 to 10 minute survey to help bring focus for the dichotomy that exists in your logic and soul. Obtain immediate clarity about which areas you have nailed, and you are concerned about, as well as talking points for you to take over the conversation with your collaborative team. I help them focus on helping you (not just focus on what they normally do).

#### The Business Succession Journey

Our methodology guides you to explore and design what you would like to have happen to the business when you're no longer at the helm daily. The methodology considers all relevant people, relationships, systems, processes, and detailed financial metrics.

### How to Take the Anatomy of a True Start Survey

Mike Armstrong  
3 subscribers  
SUBSCRIBE  
Copy link

Watch on YouTube

[Click here to start the survey.](#) If your advisor is a [Certified Founders Group Associate \(CFGGA\)](#), click here and please use the link on their bio page.



## The Pre-Engagement Process

## The Engagement Process

### Step One

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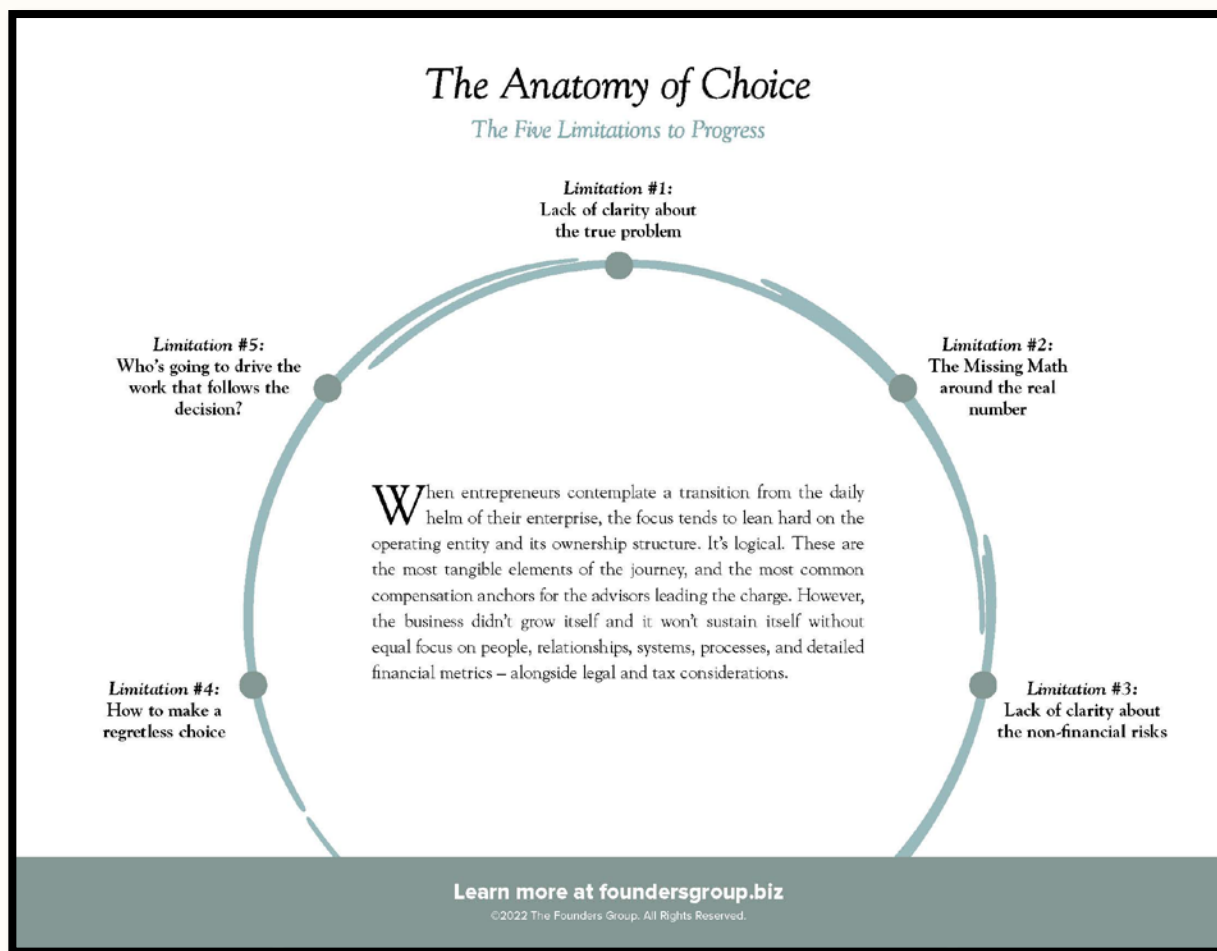
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# Step 3 Tools: The Business Succession Journey Discussion Diagram





# Step 3 Tools: Embedded Checkpoints: The Anatomy of a True Start

## NOTE:

This meeting is when you secure the next step - The Engagement. If you intend to partner with TFG, include a TFG partner in this meeting to quote a fee.

TOPIC	QUANTIFIABLE PRIORITIES	EMBEDDED CHECKPOINT: PARTICIPANTS/DATE	UPDATES
Clarity about the problem			
The Math			
Non-Financial Risks			
Regretless Choice			
Advisory Collaboration & Self-Leadership			

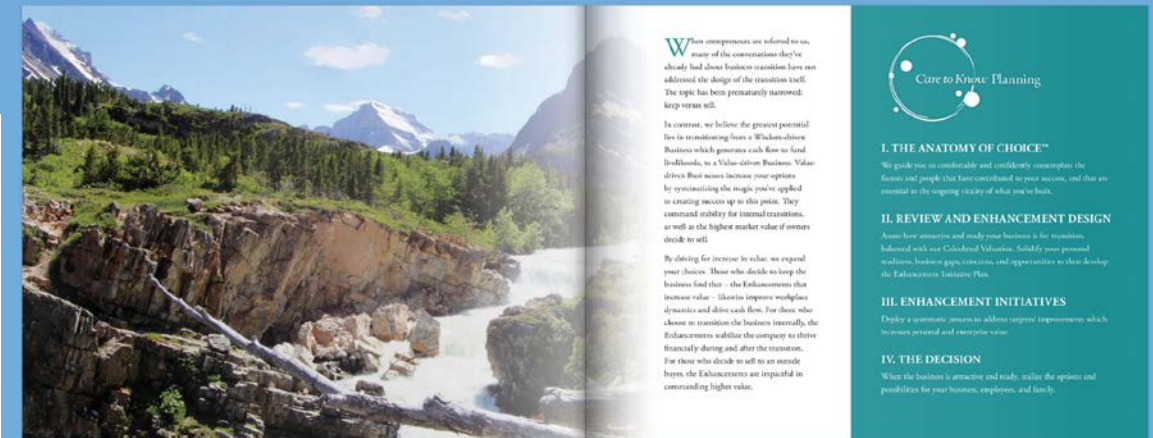
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# Step 3 Tools: Client Facing Digital Flipbook

## An Entrepreneur's Business Succession Journey





## The Pre-Engagement Process

## The Engagement Process

### Step One

*(The Five Limitations to Progress)*

#### The Early Glue

- Finally a mutually safe, progress-proven approach to raising the biggest topic of your clients' lives.
- From silos to strategic: demonstrate you understand and honor the complete and profound context of their multi-faceted journey.

#### Tools

- *Co-branded marketing materials*
- *The Anatomy of a True Start explanatory copy*
  - Seminar and/or individual meetings
- *Diagram: The Anatomy of Choice, The Five Limitations to Progress*
  - Seminar and/or individual meetings
- *13 Initial Qualifying Questions*

### Step Two

*(The Anatomy of a True Start)*

#### The Validator

- Gives client a self-exploratory olive branch to their own psyche.
- Gives advisor a documented, prioritized sneak preview of client's pain and aspirations.

#### Tools

- *The Anatomy of a True Start Tutorial Video*
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*(The Business Succession Journey)*

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- Structured track to empower and pose relevant follow-up questions.
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#### Tools

- *Questionnaire results email*
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### Step Four

*(Review and Enhancement Initiative Design)*

#### The Engagement

- From the awkward cross-sell-later conversation to a consultative pre-sell dialogue.
- Your core discipline as an early and obvious integrated anchor that's essential to the collaborative journey.

#### Tools

- *Engagement Agreement*
- *Online Business Attractiveness & Readiness Assessments with Automated Reports (for exiting and incoming owners)*
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### Step Five

*(Enhancement Initiatives)*

#### The Work with a Capital W

- Value acceleration focus leverages selected sprints to maximize entity value. Defined time frames mirror entrepreneur's need for proof and outcomes.
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#### Tools

- *Post-Assessment Summaries*
- *Selected 90-Day Sprints*
- *Enhancement Initiatives Process*
- *Nine Key Business Questions*
- *Momentum Dashboard*

### Step Six

*(Benchmarking)*

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### Step Seven

*(The Decision)*

#### The Inspired Choice

- Guides client through complete breadth of options: keep vs. sell, in whole or in part, internally or externally, now or in the future.
- Harnesses your role as sage and mentor to your cherished clients. Cements your place as a multi-disciplinary strategist with the courage to raise topics outside of your own silo.

#### Tools

- *Inspired Choice Decision Worksheet*
- *Due Diligence Preparation*
- *Execution Plan*
- *Transactional Support*

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## *The Engagement Process*

### Step Four

*(Review and Enhancement Initiative Design)*

#### The Engagement

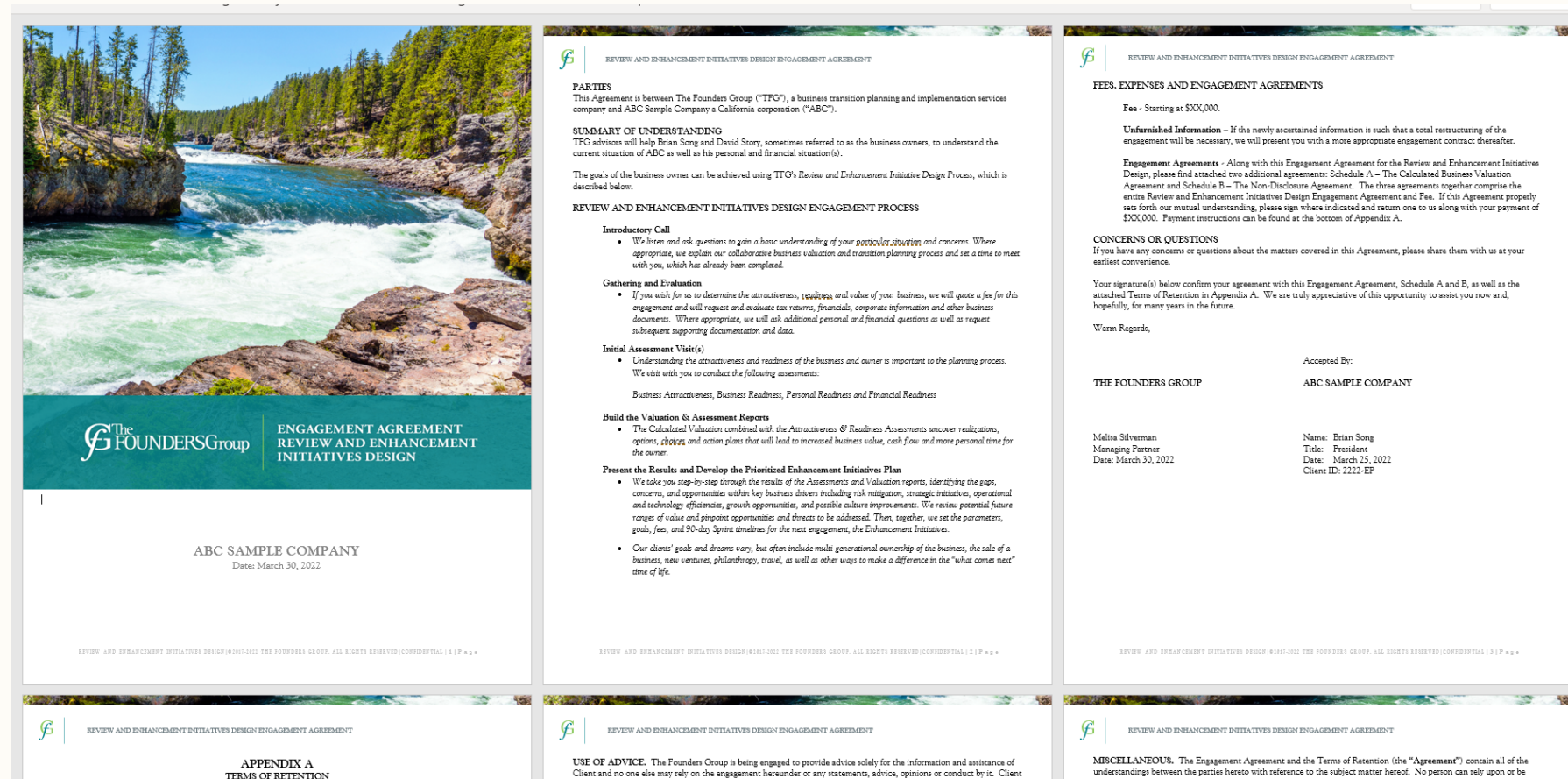
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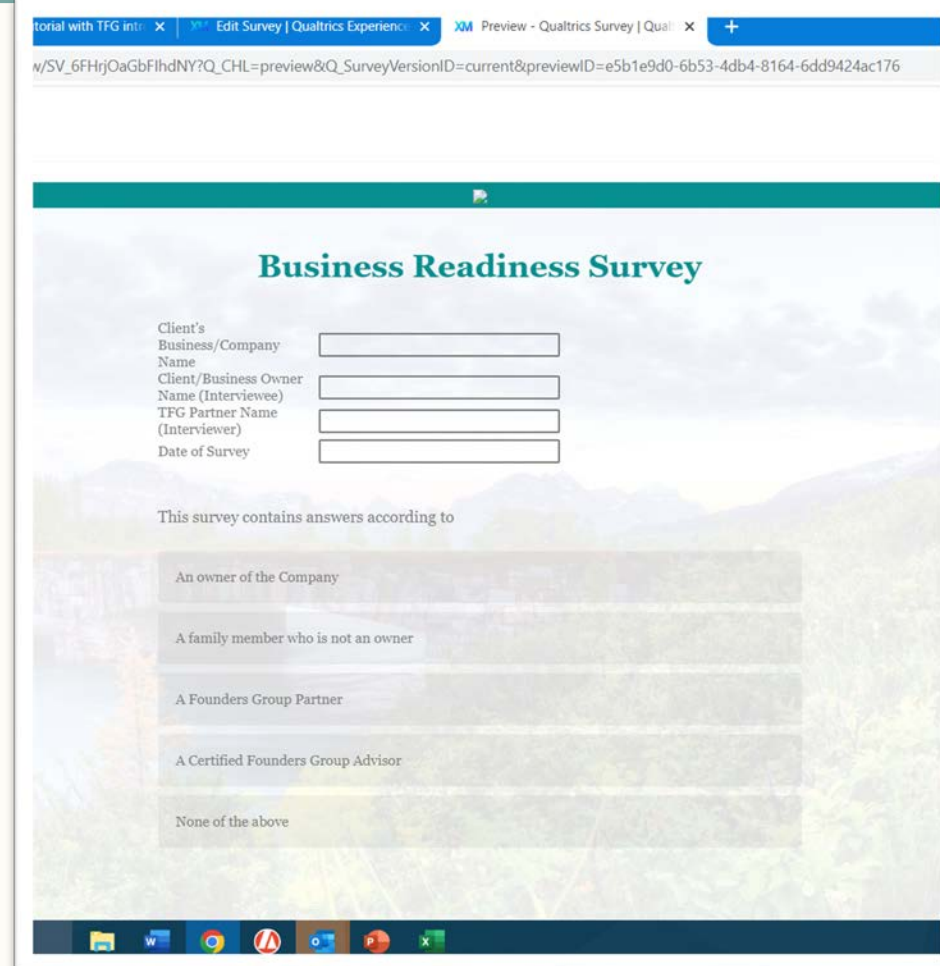


# Step 4 Tools: Engagement Agreements





# Step 4 Tools: Online Assessments



tutorial with TFG intr... x Edit Survey | Qualtrics Experience x Preview - Qualtrics Survey | Qual... x +

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## Business Readiness Survey

Client's Business/Company Name

Client/Business Owner Name (Interviewee)

TFG Partner Name (Interviewer)

Date of Survey

This survey contains answers according to

☐ An owner of the Company

☐ A family member who is not an owner

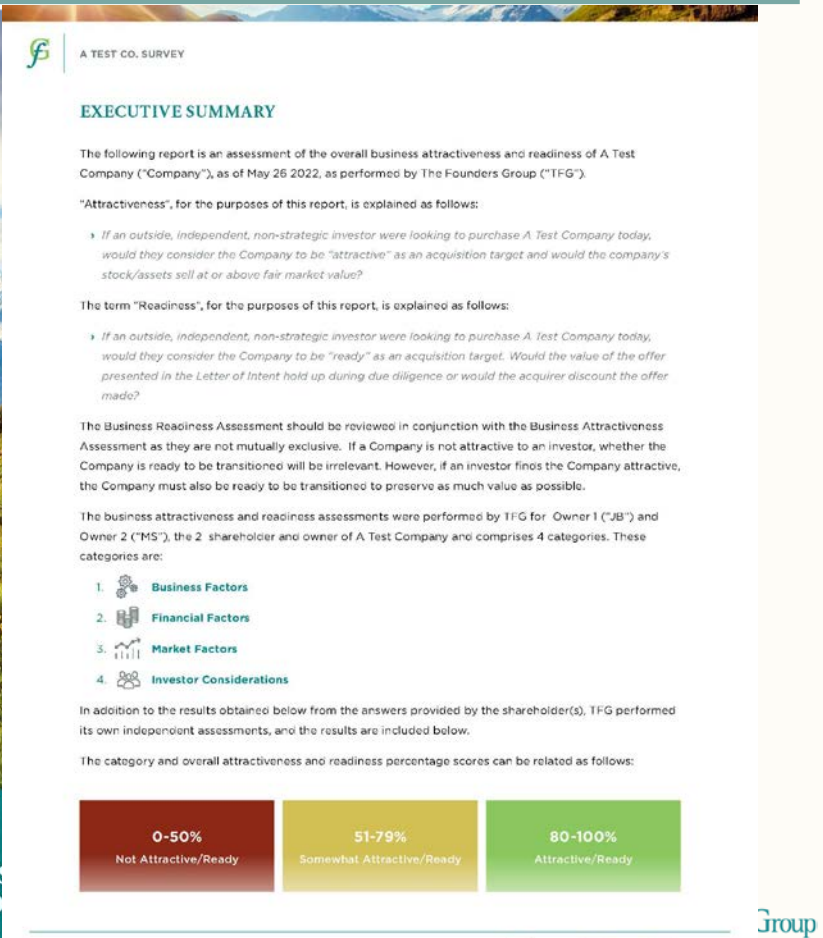


☐ A Founders Group Partner

☐ A Certified Founders Group Advisor

☐ None of the above



# Step 4 Tools: Customizable Automated Reports



**A TEST CO. SURVEY**

## EXECUTIVE SUMMARY

The following report is an assessment of the overall business attractiveness and readiness of A Test Company ("Company"), as of May 26 2022, as performed by The Founders Group ("TFG").

"Attractiveness", for the purposes of this report, is explained as follows:

- » If an outside, independent, non-strategic investor were looking to purchase A Test Company today, would they consider the Company to be "attractive" as an acquisition target and would the company's stock/assets sell at or above fair market value?

The term "Readiness", for the purposes of this report, is explained as follows:

- » If an outside, independent, non-strategic investor were looking to purchase A Test Company today, would they consider the Company to be "ready" as an acquisition target. Would the value of the offer presented in the Letter of Intent hold up during due diligence or would the acquirer discount the offer made?

The Business Readiness Assessment should be reviewed in conjunction with the Business Attractiveness Assessment as they are not mutually exclusive. If a Company is not attractive to an investor, whether the Company is ready to be transitioned will be irrelevant. However, if an investor finds the Company attractive, the Company must also be ready to be transitioned to preserve as much value as possible.

The business attractiveness and readiness assessments were performed by TFG for Owner 1 ("JB") and Owner 2 ("MS"), the 2 shareholder and owner of A Test Company and comprises 4 categories. These categories are:

1. **Business Factors**
2. **Financial Factors**
3. **Market Factors**
4. **Investor Considerations**

In addition to the results obtained below from the answers provided by the shareholder(s), TFG performed its own independent assessments, and the results are included below.

The category and overall attractiveness and readiness percentage scores can be related as follows:

Score Range	Assessment
0-50%	Not Attractive/Ready
51-79%	Somewhat Attractive/Ready
80-100%	Attractive/Ready

**The FOUNDERS Group** | BUSINESS ATTRACTIVENESS & BUSINESS READINESS REPORT

BUSINESS ATTRACTIVENESS AND READINESS REPORT | 2

SCORING KEY: 0-50% 51-79% 80-100%

Group





# Step 4 Tools: Recommended 90-Day Sprints: Enhancement Initiatives





RECOMMENDED 90-DAY SPRINTS:  
ENHANCEMENT INITIATIVE PLAN

COMPANY NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF ENHANCEMENT INITIATIVE	SUMMARY OF ENHANCEMENT INITIATIVE	ANTICIPATED TIME TO COMPLETE	COST ASSOCIATED	WHO SHOULD BE ASSIGNED THE PROJECT

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## The Pre-Engagement Process

## The Engagement Process

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#### Tools

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- Momentum Dashboard

### Step Six

*(Benchmarking)*

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*(The Decision)*

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# Step 5 Tools: Action Plan and Benchmarking Templates

[CLIENT NAME]

90-DAY ACTION PLAN - PERSONAL INITIATIVES

Through

Start Date: Scheduled Completion Date: Session Date: Session # TFG Advisor:

Initiative#	Initiative	Goal/Objective	Details	Initiative Timeframe	Status	Estimated Completion Date	Lead Advisor	Key Stakeholders	Obstacles Identified	Remediation Steps	Key Benchmark(s)	Result	Comments
1	Put in Place a Long-Term Care Insurance Policy and Plan	To ensure that _____ and spouse will have a plan in place that ensures long-term care while protecting personal assets		Over next 90 days	In Process		Joe Smith, Smith Insurance Group	Bill Jones, Mary Johnson	None		Plan in place	Policy in place and documented plan	
2													
3													
4													
5													

The FOUNDERSGroup



# Step 5 Tools: Momentum Dashboard



The Momentum Dashboard template features a header with a scenic image of a lake and mountains, a logo, and the title "MOMENTUM DASHBOARD". Below the header, there are fields for "COMPANY NAME:" and "DATE:". The main content area is divided into three sections: "WHITEBOARD", "STRATEGIC BY-PRODUCTS", and "DASHBOARD". The "WHITEBOARD" section contains a Venn diagram with three overlapping circles labeled "WHITEBOARD", "DASHBOARD", and "STRATEGIC BY-PRODUCTS". The "STRATEGIC BY-PRODUCTS" section has a list of bullet points. The "DASHBOARD" section has two columns: "Enhancement Initiative: In Process" and "Enhancement Initiative: Potential", each with a list of bullet points. At the bottom, there is a copyright notice: "COPYRIGHT 2022. THE FOUNDERS GROUP. ALL RIGHTS RESERVED."

**MOMENTUM DASHBOARD**

COMPANY NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**WHITEBOARD**

WHITEBOARD  
DASHBOARD  
STRATEGIC BY-PRODUCTS

**STRATEGIC BY-PRODUCTS**

**DASHBOARD**

Enhancement Initiative: In Process	Enhancement Initiative: Potential

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### Step Six

*(Benchmarking)*

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### Step Seven

*(The Decision)*

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*The Engagement Process*



# Step 6 Tools: Results & Conclusions

**RESULTS & CONCLUSIONS**

COMPANY NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**ENTERPRISE VALUE**

Then	Now	Observations

**SATISFACTION & CLARITY**

Then	Now	Observations

**NET CASH FLOW**

Then	Now	Observations

**THE DECISION**

**Keep and Grow**

Move ahead with what we've done  
Do we identify additional EIs and 90-day sprints

**Transition (family, team, or 3rd party)**

Do some clean and implement after  
Do clean up while implementing  
Implement as is

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*The Engagement Process*





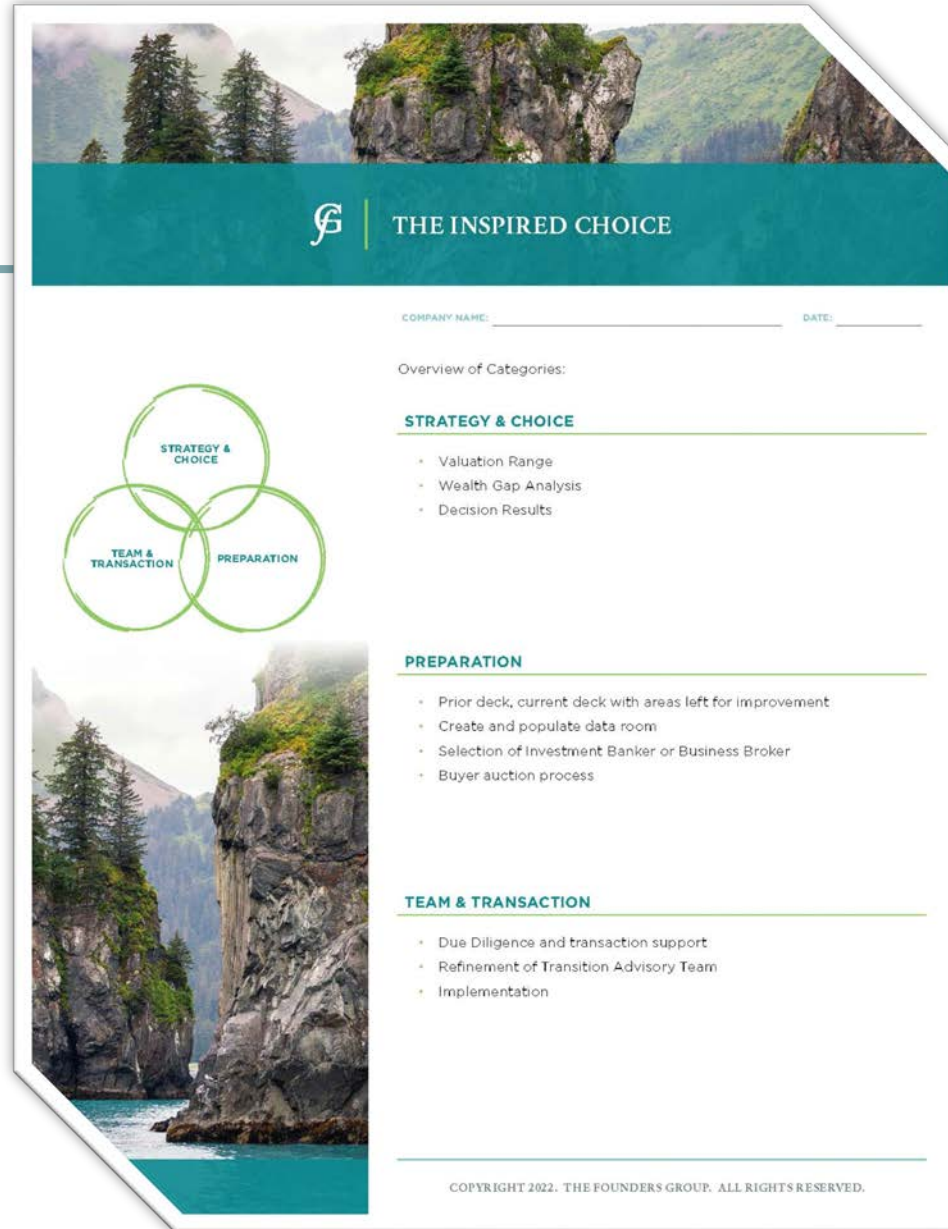
# Step 7 Tools: 10 Business Succession Options


Internal Options	External Options
Transfer to Family Members	Sell to Third Party (Strategic or Financial)
Transfer to Management (“MBO” or “LBO”)	Refinance or Recapitalize the Business
Transfer to Shareholders	IPO (Go Public)
Transfer to ESOP (Employee Stock Ownership Plan)	Liquidate the Business
Do nothing and wait for the market to change	
Keep and Grow through Enhancement Initiatives for a period of time	

**Sell All or In Part**



# Step 7 Tools: The Inspired Choice



 | THE INSPIRED CHOICE

COMPANY NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

Overview of Categories:

**STRATEGY & CHOICE**

- Valuation Range
- Wealth Gap Analysis
- Decision Results

**PREPARATION**

- Prior deck, current deck with areas left for improvement
- Create and populate data room
- Selection of Investment Banker or Business Broker
- Buyer auction process

**TEAM & TRANSACTION**

- Due Diligence and transaction support
- Refinement of Transition Advisory Team
- Implementation

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#### Tools

- *Inspired Choice Decision Worksheet*
- *Due Diligence Preparation*
- *Execution Plan*
- *Transactional Support*

*\*Italicized step titles in parenthesis are the corresponding client facing process step names.*



# NEXT MONTH

## Certified Founders Group Associate

CFGGA was designed for advisors whose goals are to:

- Retain the quarterback role
- Continue to get compensated for your core discipline
- Help clients get started with exit planning, and
- Partner with TFG to do the Value Acceleration work.

More details and register at  
[www.scinstitute.org/CFGGA](http://www.scinstitute.org/CFGGA)

### Course Details

DATES:	Thursday, February 16- Saturday, February 18, 2023
STYLE:	In-Person
PRICE:	\$3,500 (discounts available for SCI Academy members) \$2,200 annual licensing fee
VENUE:	Southern California Institute San Diego, CA



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# Questions