LEVERAGING YOUR INVESTMENT OF A LIFETIME

7 Strategies for Success

Presented by

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FOR GENERATIONS OF BUSINESS SUCCESS

What is ROI?

Why Now?

24 Million…

The number of small businesses in the US today.

Business Transition is one of our greatest challenges…

65%…

The number of business that will transition ownership or leadership within the next 5 years…

Reality Check:

85% of American Business Owners state:

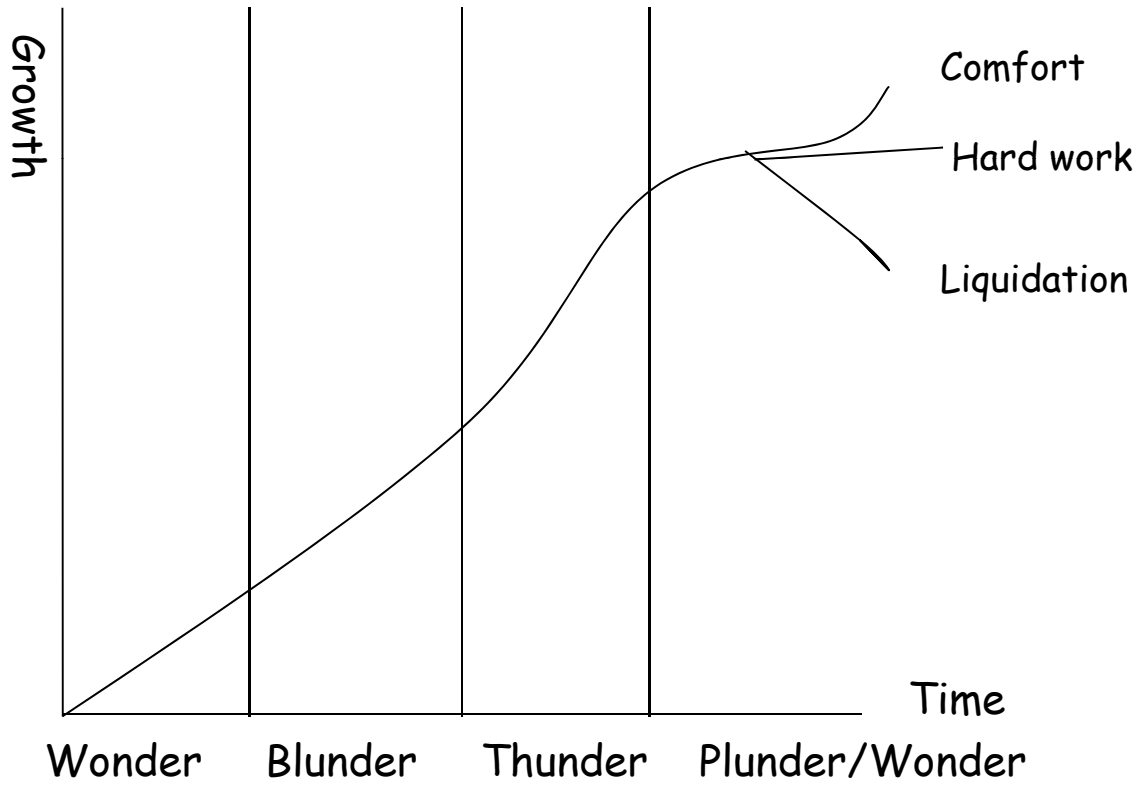
"I want to pass this business on to the next generation"

Sadly, fewer than half have the opportunity to do so…

Consider Your Exit Strategy

- When might you like to step away from this business?
- What will this business need to do for you – to enable you and your family to realize your future vision?

Business Development Cycle



Almost 35% sell or liquidate – often failing to realize their intended value.

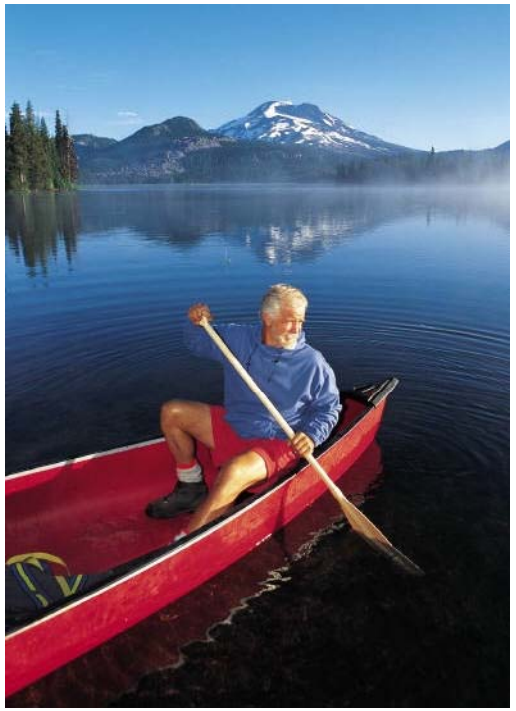
Adapted from: Beyond Survival – Leon Danco

"You always say 'I'll quit when I start to slide,' and then one morning you wake up and realize you've done slid"!

~ Sugar Ray Robinson, 1965

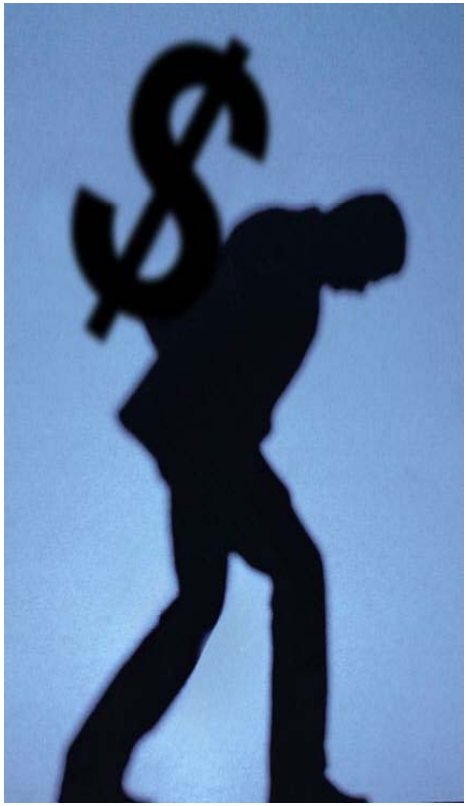
How to tell you are NOT ready for retirement

- You have always disliked your work and think retirement will make you happy.
- Planning a vacation is more fun than taking it.
- You have no or few hobbies outside of work.
- Your best friends are people at work.
- All the social functions you attend are work related.
- You are proud to be a workaholic!



What is it worth?

- Full Appraisals
- Limited Appraisals
- Calculations
- Expectations
- Needs…



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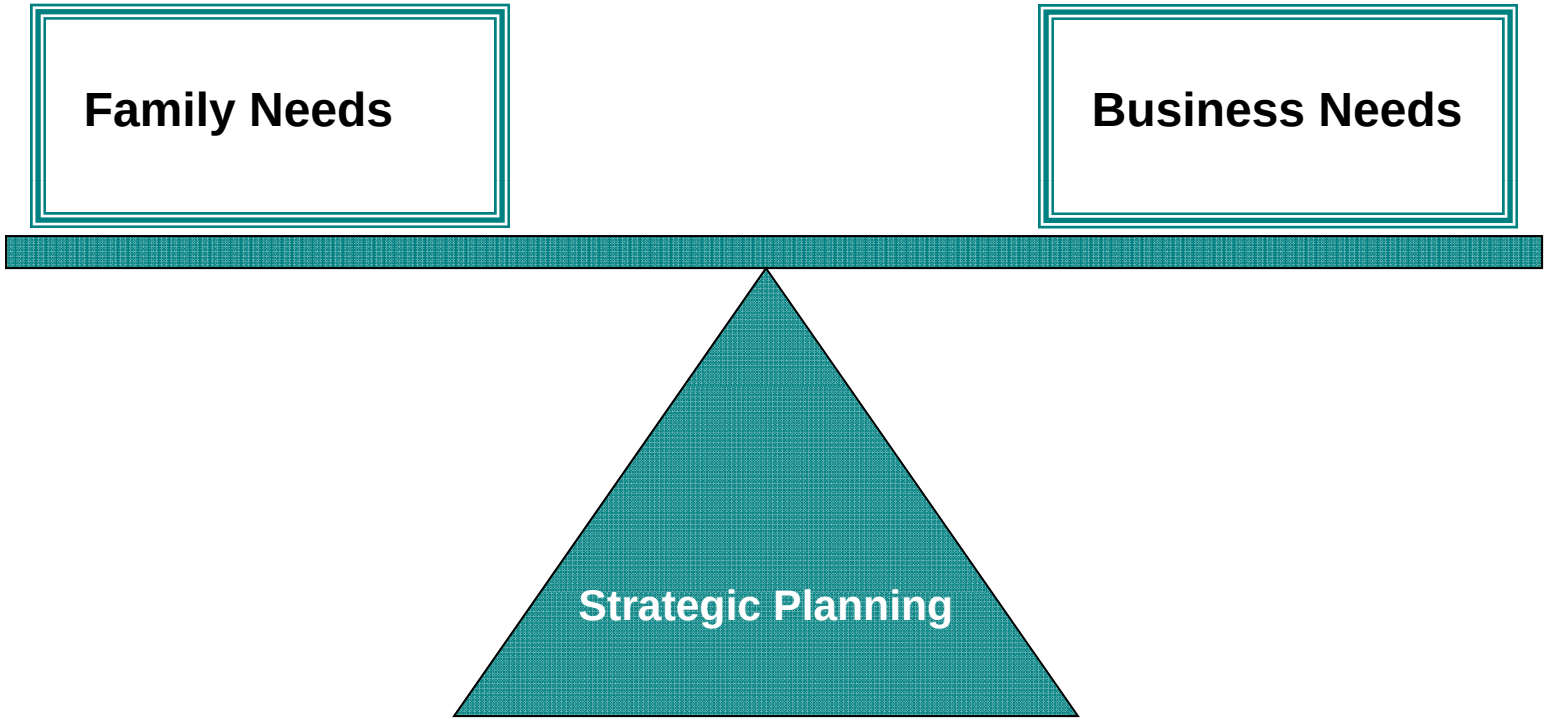
Who Wants It?

Define Your Vision and Develop the Plan

WHAT do you want your business to look like in 5 to 10 years?

- Growth, sustainability, increased value?

Integrated Planning



The Basic Steps to Develop Your Plan

Keep it Simple!

1. Imagine your business in 5 years.
2. Undertake a SWOT
3. Consider your Exit Strategies and Desired Value
4. Develop Goals and Objectives that will drive behavior and create change.

5 Develop Your Prospectus

- Describe your business from a buyers or future owner's perspective.
- Re-cast your financial information.
- Use this tool to drive improvements…

Build Your Bench

- Identify the competencies needed for successors
- Define the role of the existing leader as a mentor or coach
- Provide experiential training for the next generation
- Identify measures of success
- Start early!

Make it EASY!

- Become a ‘turn-key business – manuals, desk plans, contingency plans, visual instructions, key relationships.
- Create an Advisory Board that can genuinely contribute useful, practical advice for successfully growing your business.

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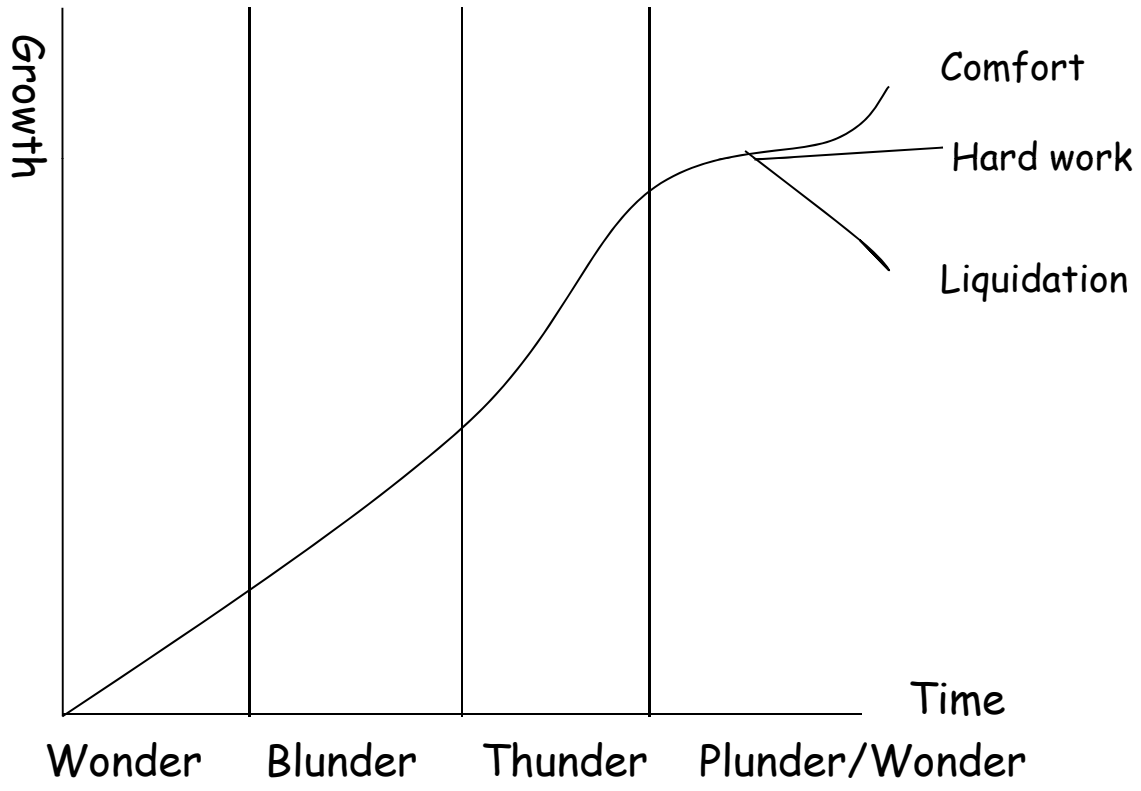

Ensure you are one of the businesses that re-creates wonder and sustainability!

Adapted from: Beyond Survival – Leon Danco

Leave a Legacy

Most businesses will endure or die depending upon how effectively they plan for the future. Those who survive will have managed to re-create the energy and wonder that fueled the original entrepreneurial spirit.

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