

# Programme Workbook

# Exit Planning #101

Helping Ambitious  
Entrepreneurs Survive, Thrive,  
Scale and Exit Successfully



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### Programme Overview

Welcome to 'Exit Planning #101'.

This course is designed to guide you, the business owner, through the complex journey of preparing for and executing a successful exit from your business. Our mission is to ensure that you not only leave your business in good hands but also secure a prosperous future for yourself.

A common challenge many business owners face is the lack of strategic planning for a smooth transition out of their business. The "Exit Planning #101" Programme is tailored for visionary entrepreneurs who aspire to maximise their business's potential and ensure its value is fully realised upon exit.

#### **12 Comprehensive Sessions Tailored to Your Exit Success**

Each session in this programme addresses a critical aspect of the exit planning process, from initial considerations to the final execution of your exit strategy. We've structured the programme to be as flexible as possible, allowing you to derive maximum benefit from your participation. Prepare to view your business and its future from a fresh perspective, equipped with a robust framework to enhance its value and ensure a successful transition.

#### **Key Focus Areas for a Seamless Transition**

Discover the strategic and financial preparations essential for a successful business exit. Learn about the importance of valuation, de-risking strategies, tax planning, and much more. These sessions are designed to provide you with the knowledge and tools necessary for a smooth and profitable business transition.

#### **Interactive Weekly Sessions + Access to Recordings**

Engage in weekly interactive sessions which build on each other, offering a deep dive into the nuances of exit planning. Each session begins with a recap of the previous week, ensuring a cohesive learning experience. For your convenience, all sessions are recorded and made available on the Growing Your Numbers platform.

#### **Empower Your Decision-Making**

An optional assessment after each session helps solidify your understanding of the material and encourages the application of these insights to your business. These assessments are designed to spur actionable steps towards preparing your business for a successful exit.

**Let's embark on this journey together and delve into the details of each session to ensure your business exit is as rewarding as the legacy you've built.**



### **Session 1: "Introduction to Exit Planning"**

Kickstart your exit planning journey with an overview of the process and its significance. Understand the comprehensive steps involved in exiting a business, the importance of early planning, and how to align your exit with personal and business goals. This session sets the foundation for a successful exit strategy, emphasising the value of preparation and strategic thinking.



### **Session 2: "Designing Your Exit Strategy"**

Dive into the specifics of crafting a tailored exit strategy which aligns with your personal aspirations and business objectives. Learn to evaluate the pros and cons of different exit options, set realistic timelines, and develop a flexible plan that accommodates changing circumstances. This session focuses on creating a roadmap that guides you towards a successful exit.



### **Session 3: "Wealth Planning"**

Focus on securing your financial future post-exit. Explore investment strategies, wealth management principles, and financial planning to ensure you can maintain your desired lifestyle after leaving your business. Understand how to protect and grow the proceeds from your business sale, considering personal risk tolerance and financial goals.



### **Session 4: "Personal Exit Preparation"**

Prepare yourself for the transition out of your business, addressing both the emotional and practical aspects of leaving. Discuss life after business, including how to find new purposes, hobbies, or ventures. This session aims to ease the transition, ensuring you are mentally and emotionally ready for the next chapter.



### **Session 5: "Business Due Diligence"**

Learn to view your business through the lens of a prospective buyer and understand the importance of conducting thorough due diligence. Identify potential red flags and learn how to rectify them before they become deal-breakers. This session equips you with strategies to present your business in the best possible light.



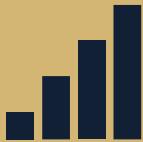
### **Session 6: "De-Risking Your Business"**

Use strategies to identify and mitigate risks that could decrease your business's value or deter buyers. Build evidence so that you can quickly and efficiently demonstrate that risks have been understood, assessed and managed giving confidence and reassurance to potential buyers that the business has been well run.



### **Session 7: "Valuing Your Business"**

Delve into the methodologies for business valuation and understand the key drivers that impact your business's worth. Learn to objectively assess your business's value and discover actionable strategies to increase this value over time, making your business more appealing to potential buyers.



### **Session 8: "Profitable Business Growth"**

Techniques and strategies for enhancing your business's profitability and attractiveness to buyers. Focus on areas such as operational efficiency, market expansion, and product or service innovation. Learn how sustainable growth can significantly impact your business's sale price.



### **Session 9: "Funding For Your Business"**

Understand funding from the Lender's perspective. Explore various funding options to bolster your business before the sale, including debt refinancing, equity funding, and alternative financing sources. Understand the implications of each funding type and how to use them effectively to strengthen your business's financial position and attractiveness.



### **Session 10: "Preparing Your People Plan"**

Address the human element of your exit plan, focusing on leadership succession, talent retention, and communication strategies. Develop a comprehensive plan to ensure your business continues to thrive with a new owner or leadership team, mitigating any concerns of stakeholders during the transition.

## Exit Planning #101



### **Session 11: "Tax Planning For Business Exit"**

Navigate the complex tax landscape related to business exits. Learn strategies to minimise tax liabilities and maximise net proceeds from the sale. This session covers the tax implications of various exit strategies, providing insights on structuring your exit in a tax-efficient manner.



### **Session 12: " Putting It All together"**

Consolidate your learning and planning into a cohesive, actionable exit plan. Set clear milestones, assign responsibilities, and establish a timeline for your exit. This session focuses on the execution of your exit strategy, ensuring you are prepared to navigate the process smoothly and efficiently.

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Each session is designed to build upon the last, offering a comprehensive and structured approach to exit planning. By the end of the programme, participants should have a clear, actionable plan for exiting their business, aligned with their personal and financial goals.

## **Helping Ambitious Entrepreneurs Survive, Thrive, Scale and Exit Successfully**

## Exit Planning #101

### How to Use This Workbook

As you progress through the "Exit Planning for Business Owners" programme, you will encounter various strategies and insights aimed at enhancing the value and readiness of your business for a successful exit. To fully leverage these insights, we encourage you to actively engage with the material and apply it to your unique business context.

Here's how you can make the most out of this workbook:

### Capture Actionable Insights

Each session is designed to prompt reflection and inspire action. As you navigate through the programme, jot down the actionable steps you can take to align your business closer to its optimal exit strategy. These notes will form a personalised action plan, tailored to the specific needs and circumstances of your business.

### Understand and Monitor Key Metrics

A critical aspect of preparing your business for exit is understanding the key financial and operational metrics that drive its value. This programme aims to equip you with the knowledge to not only comprehend these metrics but to also question and improve them. Asking the right questions is the first step toward making impactful changes and driving substantial performance improvements.

### Seek Support When Needed

While this programme provides a comprehensive framework for exit planning, the intricacies of your business might require specialised advice. Do not hesitate to consult with your accountant, bookkeeper, or business advisor to get a clear picture of your financial standings and to establish the most effective strategies for monitoring and improving your business's key performance indicators (KPIs).

### Extra Support Is Available

Should you find yourself needing additional guidance or support, the team at **Growing Your Numbers** is here to assist. Whether it's clarifying concepts from the programme or helping you delve deeper into your business's specific challenges, our experts are ready to help you navigate the exit planning process.

### Embrace the Journey

Embarking on the exit planning process is a significant step toward securing your business's legacy and your financial future. Approach this journey with an open mind and a proactive attitude. The insights and actions you derive from this programme have the potential to transform your business and pave the way for a successful and rewarding exit.

**Enjoy the journey and the transformations it brings to both you and your business.**

## Session 1: Introduction to Exit Planning



### Your Aspirations

What is the main reason for investing your time on this programme?

What business goal would you like to achieve on completion of the 12 weeks?



## Exit Planning #101

### #1 Short Term Action You Can Take Immediately

### #2 Medium Term Action You Can Take Within 6 Weeks

### #3 Long Term Action You Can Take Within 12 Weeks

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### Additional Resources:

Resources to support your 'Exit Planning' process are available on the Growing Your Numbers website.

[Click here to access the resources](#)

#### Please note:

If you need support accessing or creating these reports for your business, please talk to your accountant / bookkeeper. Alternatively, please contact the team at Growing Your Numbers.

## Session 2: Designing Your Exit Strategy



### Reflection Exercise:

Capture your thoughts from Session 1. As you progress through the programme these will provide useful prompts when developing your action plan.

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## Session 3: Wealth Planning



### Reflection Exercise:

Capture your thoughts from Session 3. As you progress through the programme these will provide useful prompts when developing you action plan.

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## Session 4: Personal Exit Preparation



### Reflection Exercise:

Capture your thoughts from Session 4. As you progress through the programme these will provide useful prompts when developing your action plan.

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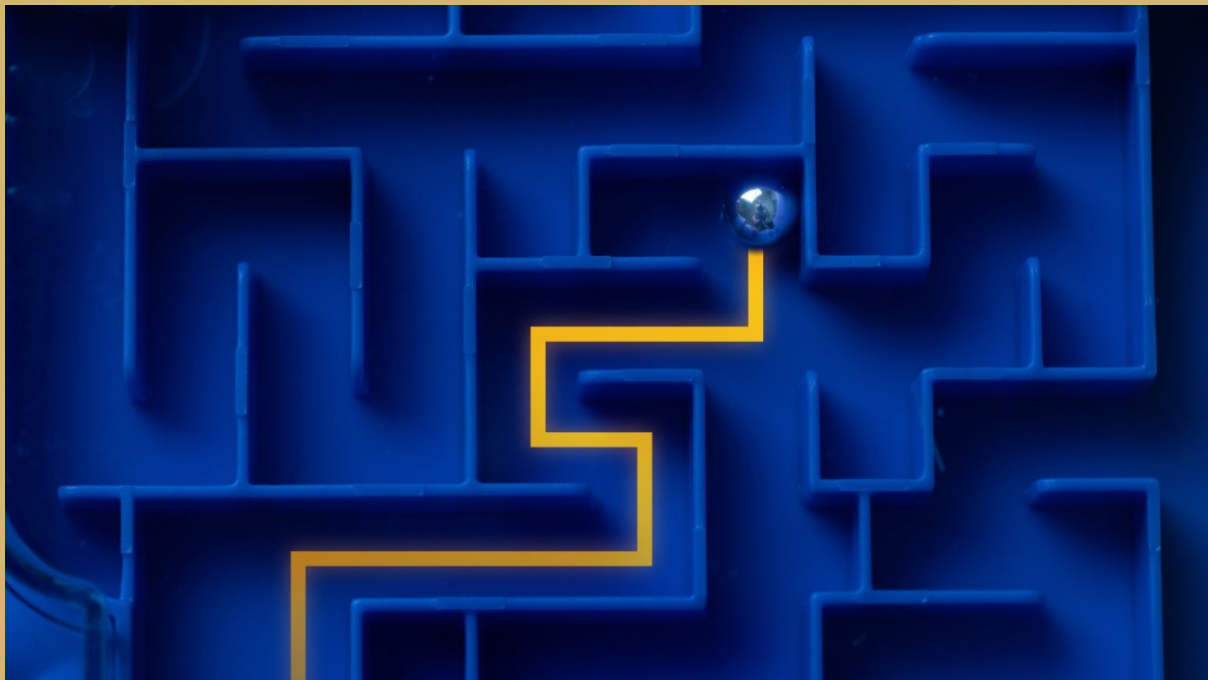
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## Session 5: Business Due Diligence



### Reflection Exercise:

Capture your thoughts from Session 5. As you progress through the programme these will provide useful prompts when developing your action plan.



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## Session 6: De-Risking Your Business



### Reflection Exercise:

Capture your thoughts from Session 6. As you progress through the programme these will provide useful prompts when developing your action plan.

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## Session 7: Valuing Your Business



### Reflection Exercise:

Capture your thoughts from Session 7. As you progress through the programme these will provide useful prompts when developing you action plan.

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## Session 8: Profitable Business Growth



### Reflection Exercise:

Capture your thoughts from Session 8. As you progress through the programme these will provide useful prompts when developing you action plan.

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## Session 9: Funding For Your Business



### Reflection Exercise:

Capture your thoughts from Session 9. As you progress through the programme these will provide useful prompts when developing your action plan.



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## Session 10: Preparing Your People Plan



### Reflection Exercise:

Capture your thoughts from Session 10. As you progress through the programme these will provide useful prompts when developing your action plan.

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## Session 11: Tax Planning For Business Exit



### Reflection Exercise:

Capture your thoughts from Session 11. As you progress through the programme these will provide useful prompts when developing your action plan.

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## Session 12: Putting It All Together



### Reflection Exercise:

Capture your thoughts from Session 12, combined with your thoughts from the previous sessions you can now start to develop your overall exit plan.

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## Goal-Setting Worksheet

### Short-Term Goal:

*Example: Launch a new product line by Q3 2024.*

### Long-Term Vision:

*Example: Grow annual revenue to £5 million and establish a strong online presence by 2027.*

### Motivations and Aspirations:

*Example: To be a recognised leader in our industry and provide innovative solutions to our customers.*