

80/20 BUSINESS PLANNER



What must go right?



What questions need answers?



What could go wrong?



Who must get on or off the bus?

	Key Issues	Next steps
	<ul style="list-style-type: none"> • Sell biz for \$10 million (net \$6m) in 3 years • Hit \$8m revenue in 2 years • 20% EBITDA margin, 20% growth rate 	<ul style="list-style-type: none"> • Get info on industry multiples from Frank (CFO) • Create 2-year revenue plan with team • Finance team needs to create margin expansion plan • Must renew those 10 big contracts up for renewal next year
	<ul style="list-style-type: none"> • Sales growth slows • Sally, new head of Sales, doesn't produce • Jim, 20% partner, gets divorced and settlement forces a buyout 	<ul style="list-style-type: none"> • Keep foot on gas and do Sales Team 10-minute huddle 1/wk (not every 2 wks) • Have dinner with Sally to make sure success criteria and strategy are clear • Jim and I meet with CFO to talk about strategy.
	<ul style="list-style-type: none"> • How do I get bought out if I don't wake up? • Does the business look me-proof? • Do we need a bigger accounting firm? 	<ul style="list-style-type: none"> • Email John (attorney) about it • Ask Emily (sold similar biz 1 year ago) how she did it • Ask Jeff (business coach) for advice on this
	<ul style="list-style-type: none"> • Current accounting firm may not have capabilities we need for sale • Original agreements were done by real estate attorney, not corporate law expert 	<ul style="list-style-type: none"> • Interview 3 firms based on E.O. Forum recommendations • Get new legal team to do 360 review of these docs

80/20 PERSONAL PLANNER



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	Key Issues	Next steps
	<ul style="list-style-type: none"> • Personal investments grow to \$2 million within 5 years • Minimize taxes on company sale • -Get financial house in order now so we can be financially worry-free once deal closes 	<ul style="list-style-type: none"> • Create saving/investing strategy with Bill (financial advisor) • Set up planning meeting with CPA to run tax projections
	<ul style="list-style-type: none"> • I don't wake up tomorrow • Lydia doesn't know where all our financial stuff is • My parents need financial help 	<ul style="list-style-type: none"> • Do life insurance review with Bill • Create doc that tells her who to call and where to find everything • Set up lunch with Mom + Dad to discuss
	<ul style="list-style-type: none"> • What to do with our rental property? • Enough for boys' undergrad? • How would we invest proceeds from selling the business to generate income? • Do we have too much or too little cash for an emergency? 	<ul style="list-style-type: none"> • No idea where to start- Ask Bill
	<ul style="list-style-type: none"> • Property/casualty insurance broker stinks 	<ul style="list-style-type: none"> • Ask Tom (savvy friend) for recommendations

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