

REFLECTION QUESTIONS CHAPTER 9

- == What is the one thing you can do to shift your and your team's focus to value first, such that, by doing it, everything else will be easier or unnecessary?
- == Consider how well you could explain the following concepts presented in this chapter to one of your peers:
 - » Strategic Value = Simple Math
 - » Real Number versus Tax Number
 - » Range of Value
 - » Attractiveness versus Readiness
 - » How the 4Cs affect the multiple assigned to your business
 - » How Personal and Financial readiness affect business value
 - » The Common Sense Scoring scale
- == What are the consequences of trying to transition an attractive but not-ready business? Consider this from both third-party sale and family-transition options.
- == Do you suffer from the Ugly Baby Syndrome? How would having a third party independently and unemotionally look at your business from the outside in add value?