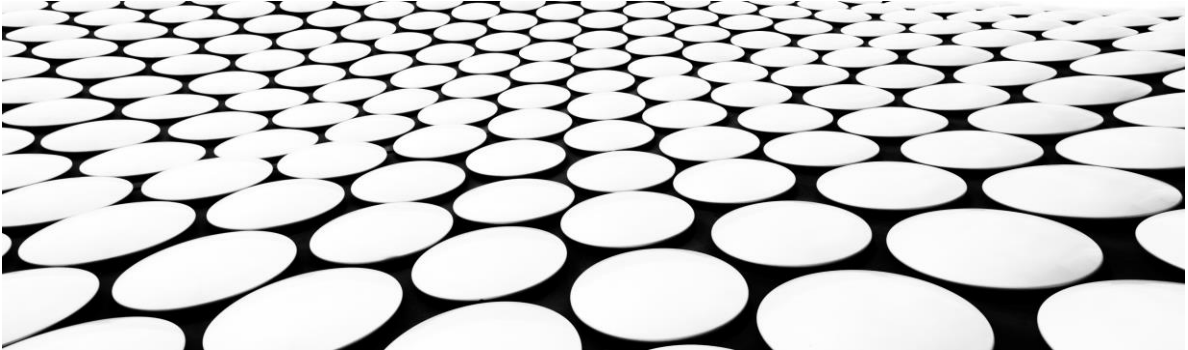




# CEO SUCCESSION CIRCLE

A POWERLINK COMMUNITY ADVISORY BOARD



November 4th, 2021

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## AGENDA

1. About PowerLink
2. CEO Succession Circle
  - i. Why?
  - ii. What's Exit Planning?
  - iii. Exit Options
  - iv. Your board of advisors
  - v. Program
3. PowerLink Membership fee schedule
4. Next Steps
5. Q&A

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## ABOUT POWERLINK

- PowerLink is a Nonprofit Corporation 501(c)3
- Helping Owners Grow Their Businesses to \$1M and Beyond and Getting Unstuck in the Process (even their family doesn't know how stuck they have been)!
- Facilitated by an experienced CEO who leads owners in a group setting with Guest Advisors through monthly business strength builders, sharing & business planning exercises to help them build stronger business strategies, growth objectives, income objectives, sales processes, operational systems, financial reporting & customer retention processes. Feedback from advisors and other owners brings insight faster than working in isolation. PowerLink companies grow faster and more profitably with less debt than other companies.

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## CEO SUCCESSION CIRCLE

### I. Why?

- 'Baby Boomers own 63%-66% of the private businesses in the U.S.
  - Between 80-90% of their wealth is locked in their business
- 76% of owners plan to transition over the next 10 years
  - Representing 4.5 million businesses and over \$10 trillion in wealth
- 49% have no transition plan
- 94% of owners have no written personal third act plan
- 70% of businesses that are put on the market do not sell
- Only 30% of family-owned businesses transition to the second generation and only 12% survive to the third'

Source: Exit Planning Institute

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## CEO SUCCESSION CIRCLE

### I. What's Exit Planning?

- 'Exit Planning is simply good business strategy'
- Exit Planning is laser-focused on what you can do right now to grow the value of the business and drive income.
- 'Exit Planning combines the plan, concept, effort, and process into a clear, simple strategy to build a business that is transferable through strong human, structural, customer, and social capital. The future of you, your family, and your business are addressed by exit planning through creating value today.'

Source: Exit Planning Institute

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## CEO SUCCESSION CIRCLE

### I. Exit Options

- Inside Options
  - Sale to Existing Partners
  - Intergenerational Transfer
  - Management Buyout
  - Employee Stock Ownership Plan (ESOP)
- Outside Options
  - Sale to Third Party
  - Recapitalization
  - IPO
  - Orderly Liquidation
- Hybrid Options

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## CEO SUCCESSION CIRCLE

### II. Your Board of Advisors

Anita Brattina	CEO PowerLink CEO
Harry Edelman	PowerLink Regional Director W PA Executive in Residence Advisory Boards & CEO Circles
Jimmy "JX" Lourenco	CEPA   CM&AA   FPS PowerLink CEO Succession Circle Regional Director
Dale Killmeyer	CPA   M&A Advisor
Jim Halliday	CEO   Business Advisor
Jacquelyn Core	Attorney   M&A Specialist
Sherry Jordan	CPA   Certified Business Valuation Specialist
Brenda Dare	CEO   HR Specialist
Patricia DeVecchio	CEO   Business Coach
Stacey Ivoll	CEO   Digital Marketeer

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## CEO SUCCESSION CIRCLE

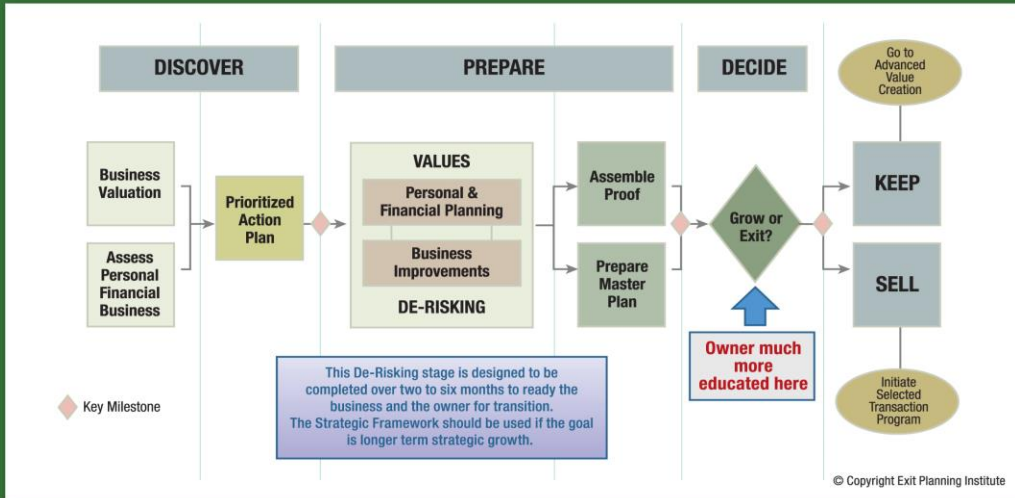
### III. PowerLink Business Exit Program

- Exit Planning EPI Methodology
- Entrepreneurial Operating System® (EOS/Traction Model)
- Members Package

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# EPI Value Acceleration Process



[www.exit-planning-institute.org](http://www.exit-planning-institute.org)

## EOS MODEL™





## CEO SUCCESSION CIRCLE

- **Members Package**
  - Personal, Financial and Business Assessments
  - Business Opinion of Value Report
  - Attractiveness and Readiness Report (with suggestive 'Rocks')
  - Monthly Business Exit Planning Circle Sessions
  - Periodic Check-ins
  - Periodic Workshop Invitations
- Access to several board advisors, professionals and Business Owners
- Copy of 'Walking to Destiny' by Christopher Snider
- Copy of 'Traction' by Gino Wickman
- **Engagement Dates (every 2<sup>nd</sup> Tuesday month)**
  - November 4<sup>th</sup> – Enrollment Date
  - December 14<sup>th</sup> – Business Assessment
  - January 12<sup>th</sup> – Business Report Delivery and Discussion
  - Ongoing Monthly sessions

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## POWERLINK MEMBERSHIP FEE SCHEDULE

- **Annual Revenue / Price per Month\***
  - < \$1,000,000.00 = \$150/month
  - ≥ \$1,000,000.00 = \$225/month
- **Technical Assistance Programs**
  - Human Resources +\$40.00
  - Web Design, Digital Marketing, and Social Media +\$40.00
  - Quickbooks Made Easy +\$40.00
  - Legal Support +\$40.00

\* Pricing is based on monthly fees and a 12-month agreement.  
Revenue and/or outside investment is based on prior calendar year.  
Prices and programs subject to change.

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## NEXT STEPS

- Copy of Today's Presentation
- Online Feedback Inquiry (4 min)

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# Q&A

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**THANK YOU!**

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