

Aspirations and end goals May 2011

What do you ultimately want from your business? Is it something you wish to pass on to your kids in years to come, a symbol of your position in society, or a venture that you hope to make as much money from as possible one day soon?

The careful planning of your exit strategy is the only way you can hope to build your company to a level that will see you get a return in line with your true aspirations.

One of the most significant business sales in recent weeks was when property company Taylor Wimpey's North American division was sold for just shy of \$1bn.

As the UK's second largest house builder by volume, muddling through the deepest property recession in recent memory, they have quite a few debts to pay off as well as investments to make to look towards the future.

When you think of developing your business towards exit strategy ends you needn't necessarily be considering selling your entire company.

There are many reasons why it could be strategically beneficial to sell off a portion of your business, and in these circumstances you'll still wish to achieve the best price possible.



Successful exit strategy planning

If you're interested in building your business into a desirable, saleable commodity you should take a look at our latest article [Maximising your exit strategy potential](#).

In it we discuss the six essential considerations to planning for the most control over the eventual sale of your business at the highest possible price, and when you need to start working towards these ends.



Know yourself, know your buyer

People decide to start a business for all sorts of reasons, but the majority would like to see the venture they started from scratch valued at the best price possible.

To get to this point you must understand the desires and expectations of your potential buyer and mould your business in this image.

To know your buyer is the first step to a successful and profitable sale.

Read our article [Keep one eye on the end goal](#) to gain a better insight into this strategy.



Tip of the Month

Exit strategies don't just happen - they need to be meticulously planned for. Without adequate preparation you cannot hope to control the timing and outcome of your exit from your business or achieve its true worth.



Joke of the Month

Management consultants - You know you've been working too hard when:

1. The client's staff come to you for help when they can't work the coffee machine.
2. You feel naked without a laptop bag hanging from your left shoulder.
3. You introduce yourself to your next door neighbours ... again.
4. Someone mentions a 7 o'clock meeting and you say, "AM or PM?"
5. You carry on a five minute conversation about data warehousing, then you ask what it actually means.
6. You have a day off, and you call work because you miss it.
7. You write a work plan for your weekends.

8. You decide to re-organise your family into a "team based organisation".
9. You refer to dating as test marketing.
10. When other people speak of breaks in warm sunny places, you get a lost look on your face, cock your head to one side like a dog hearing a whistle and say, "My last holiday was, um, it was, ah, um, er ..."

- The Incisive Edge team



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