



## Is Your Business Ready for Success(ion)?

### For Business Owners: Success begins with a plan.

Whether your exit is three years or three decades away, every business owner needs an exit strategy. Don't let one of the "five D's" of death, disease, disaster, disability, and divorce knock your business off course. This discreet 5-week online course will guide you through a business succession planning process to learn, leverage, and plan for your transition.

**Who:** Business owners who want to be prepared to transition when the time is right – whether that timing is expected or unexpected.

**What:** A confidential online course designed to help business owners understand all of their options and create their formal, comprehensive, and strategic succession plan.

**When:** Weekly on Thursdays from 9-11 a.m. Course runs from March 3, 2022 through April 14, 2022.

**How:** Professional instructors and coaches, curated materials, breakout sessions, and learning with other business owners.

**Why:** Success does not happen without a plan.

**Facilitated by:**



You and future leaders of the business will be prepared for business succession whether it occurs right on schedule or due to unexpected circumstances. You'll learn what resources are available to you and your business, and how to leverage them. Most importantly, you will create your own personalized succession plan. And, if you desire outside professional assistance, we'll help you find it.

## Course Outcomes

This course will help you:

- Build your knowledge and the ability to create your business succession strategy
- Learn with other business owners
- Learn about the different options available to transition your business (i.e., third party, employee ownership, family, etc.)
- Prepare a formal, comprehensive succession plan

## Session Design

The course will be online via live weekly sessions on Zoom as well as materials and activities that are accessed online and done on their own time.

## Instructors

This course will be led by Lori Moen from VisionOne High Performance Group as well as John Bennett and Michael Darger from the University of Minnesota Extension. Lori is a recently exited business owner and Certified Exit Planning Advisor. Michael and John provide Business Retention and Expansion courses and consulting in Minnesota and nationally.

## Course Size

This course will have 10-25 participants.

## Cost

\$500 - The business pays the \$500 and is allowed to have up to 5 people participate. This can include other owners, managers, key employees, or family members.



**Begin creating your plan today.**

**Registration is open through February 24, 2022.**

**Learn more and register today at: [z.umn.edu/BSTclass](https://z.umn.edu/BSTclass)**

Questions? Contact Michael Darger at 612-625-6246 or [darger@umn.edu](mailto:darger@umn.edu)

