

INTENTIONAL GROWTH™

BOOT CAMP AGENDA

DAY 1

[8:00 - 8:30] BREAKFAST & CHECK IN

[8:30 - 9:10] INTRODUCTIONS // INTENTIONAL GROWTH™ OVERVIEW

- Ice breaker and group introductions
- Ryan's & Matt's background
- Overview of The Intentional Growth™ Principles & Boot Camp Agenda
- Overview of Case Studies

[9:10 - 10:00] PRINCIPLE #1 – YOUR VISION

- Principle #1 Overview
- Leadership Role vs. Ownership role & Exercise
- Intentional Growth™ Vision Wheel & Exercise
- Stakeholder Exercise
- Case Studies & Vision Board

[10:00 - 10:15] BREAK

[10:15 - 12:00] PRINCIPLE #2 - FINANCIAL TARGETS

- The Three Financial Targets & Target Annual Income Exercise
- Intrinsic Financial Value vs. Strategic Transaction Value
- Enterprise // Equity // Net Proceeds
- EBITDA & Normalized (Adjusted) EBITDA
- Normalized (Adjusted) EBITDA Exercise
- Multiples, WACC, and Company Specific Risk
- Deal Structures

[12:00 - 12:30] LUNCH

[12:30 - 1:30] PRINCIPLE #2 - FINANCIAL TARGETS

- Case Studies // Target Annual Income & Equity Value Gap
- Case Studies // Intrinsic Financial vs. Strategic Transaction Value Exercise
- Case Studies Target Equity Valuation
- Target Equity Valuation Exercise



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[1:30 - 2:15] PRINCIPLE #3 - EXIT OPTIONS

- Exit Options Group **Exercise**
- Overview of the 5 Exit Options and Intro to Exit Options Matrix
- Overview of the Process of Selling a Company, Investment Bankers, and Business Brokers
- Exit Assessment **Exercise**

[2:15 - 2:30] BREAK

[2:30 - 4:30] PRINCIPLE #3 - EXIT OPTIONS [CONTINUED...]

- Internal Transfer / Buyout Overview
- Internal Transfer / Buyout **Exercise**
- Internal Transfer / Buyout Matrix Review
- Acquisition Entrepreneur Overview
- Acquisition Entrepreneur **Exercise**
- Acquisition Entrepreneur Matrix Review
- ESOP Overview
- ESOP **Exercise**
- ESOP Matrix Review

[4:30 - 6:00] OPTIONAL HAPPY HOUR



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DAY 2

[8:00 - 8:30] BREAKFAST & CHECK IN

[8:30 - 10:00] PRINCIPLE #3 - EXIT OPTIONS [CONTINUED...]

- Day 1 Review & Ice Breaker
- Private Equity Overview
- Private Equity **Exercise**
- Private Equity Matrix Review
- Strategic Buyer Overview

[10:00 - 10:15] BREAK

[10:15 - 11:15] PRINCIPLE #3 - EXIT OPTIONS [CONTINUED...]

- Strategic Buyer **Exercise**
- Strategic Buyer Matrix Review
- Case Studies Exit Option Matrix
- Exit Option Matrix **Exercise**

[11:15 - 12:00] PRINCIPLE #4 – GROW VALUE

- 8 Functional Areas (Value Drivers) Overview
- 8 Functional Areas (Value Drivers) and Value Opportunity Score **Exercise**

[12:00 - 12:30] LUNCH

[12:30 - 2:00] PRINCIPLE #4 – GROW VALUE [CONTINUED...]

- Case Studies // Value Opportunity Score
- Value Driver #1 // Finance
 - Overview and the Three Statements
 - Trailing Twelve-Months
 - Annual Budgeting
 - Out-Year Projections
 - Value Gap / Equity Valuation Target
 - Assessment Exercise
- Case Studies // Target Equity Valuation Exercise



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[2:00 - 2:15] BREAK

[2:15 - 3:15] PRINCIPLE #4 – GROW VALUE [CONTINUED...]

- Value Driver #3 // Strategic Planning Overview
- Flywheel **Exercise**
- Value Driver #4 & #5 // Sales & Marketing Overview
- Customer Journey **Exercise**

[3:15 - 3:45] PRINCIPLE #5 – TEAM OF ADVISORS

- Team of Advisors Overview
- Team of Advisors **Exercise**

[3:45 - 4:30] CASE STUDY RESULTS // WRAP UP

- Case Studies // Final results // Key Takeaways
- Implementation and Next Steps
- Final Goodbyes

[4:30] THAT'S A WRAP!

