

# Exercise 3 – What Keeps Me Up At Night

There are many issues that a business owner faces daily in running their business that might keep them up at night. Some of these issues relate to exiting your business. I have listed some of them below in the form of an exercise to help you clarify which of these issues are most relevant in terms of being key exit drivers.

The following is a list of potential exit factors that might apply.

- A = This factor does not apply to me.
- B = This factor does apply but is not a top driver.
- C = This is one of my top exit concerns.
- D = I need to think more about this factor, before I decide.

| <b>What Keeps Me Up At Night</b>   | <b>A</b> | <b>B</b> | <b>C</b> | <b>D</b> |
|--|----------|----------|----------|----------|
| I am fearful about the future growth of the business.  |          |          |          |          |
| I am concerned that I might not be capable of growing the company in the future.   |          |          |          |          |
| I am concerned about my ability to run the company as it grows and gets larger.  |          |          |          |          |
| I am concerned that I don't have the knowledge or experience in how to sell my company to either internal or external buyers.  |          |          |          |          |
| I can't image what my life would be like after I exit my business.   |          |          |          |          |
| I am concerned about the future of my management team and my employees if I sell and leave the company.  |          |          |          |          |
| I have family members who might be interested in owning and running the business, but I don't know if they are ready or how I could finance an ownership transition. |          |          |          |          |
| I don't have time to run my business and plan for my exit.   |          |          |          |          |
| I know there are many things that I need to do to get my company ready for sale. How do I do that?   |          |          |          |          |
| I don't know if the value of my business will be enough to support my planned lifestyle.   |          |          |          |          |
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