

# Optimizing the value of the business tool

The **Optimizing the value of the business** tool will help in your reflection and support you in your decision-making. It is key to reducing the stagnation effect on the growth of your business, which frequently occurs during the business transfer process. After determining the fair market value of your business, we suggest that you use this tool, which includes a list of factors that can raise the value of your business.

## The purposes of this tool are to:

- enable you to identify the strengths of your business;
- enable you to recognize the strengths that you could develop;
- help you clarify your vision of the growth of your business;
- help you prioritize the measures to implement in order to increase the value of your business;
- help you draw up a list of actions required to reach your goals.

## Instructions:

1. Read the list of factors that can add value to your business and, with your current situation in mind, identify those that are relevant.
2. Checkmark the boxes that best reflect your intentions, your current situation or your ideal.
3. Set the dates by which your value drivers should be achieved.
4. Determine the actions required to achieve these value drivers, and name a project manager to do the appropriate follow-up.

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## LIST OF VALUE DRIVERS IN THE GROWTH OF A BUSINESS

VALUE DRIVERS	ALREADY PRESENT IN MY BUSINESS	I'M CONSIDERING IT	I'M NOT CONSIDERING IT	DATE BY WHICH I WANT TO HAVE ACHIEVED IT
Make a strategic acquisition				
Dispose of underperforming assets				
Diversified suppliers				
Diversified clientele				
Significant competitive advantages				
Competent individuals in key positions				
Good market positioning				
Healthy balance sheet and history of profit-making				
Exclusive products, patents, technical qualifications				
Other factors				

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### VALUE DRIVERS TRACKING TOOL

VALUE DRIVERS	REQUIRED ACTIONS	PROJECT MANAGER	TARGET DATE
Restoration works of lands or woodlots			
Upgrade or modernization of infrastructures (buildings)			
Upgrade or modernization of equipment			
Works and investments to improve environmental performance			
Certifications			
Dispose of underperforming assets			
Diversified suppliers			
Diversified clientele			
Significant competitive advantages			
Competent individuals in key positions			
Good market positioning			
Healthy balance sheet and history of profit-making			
Exclusive products, patents, technical qualifications			
Other factors			