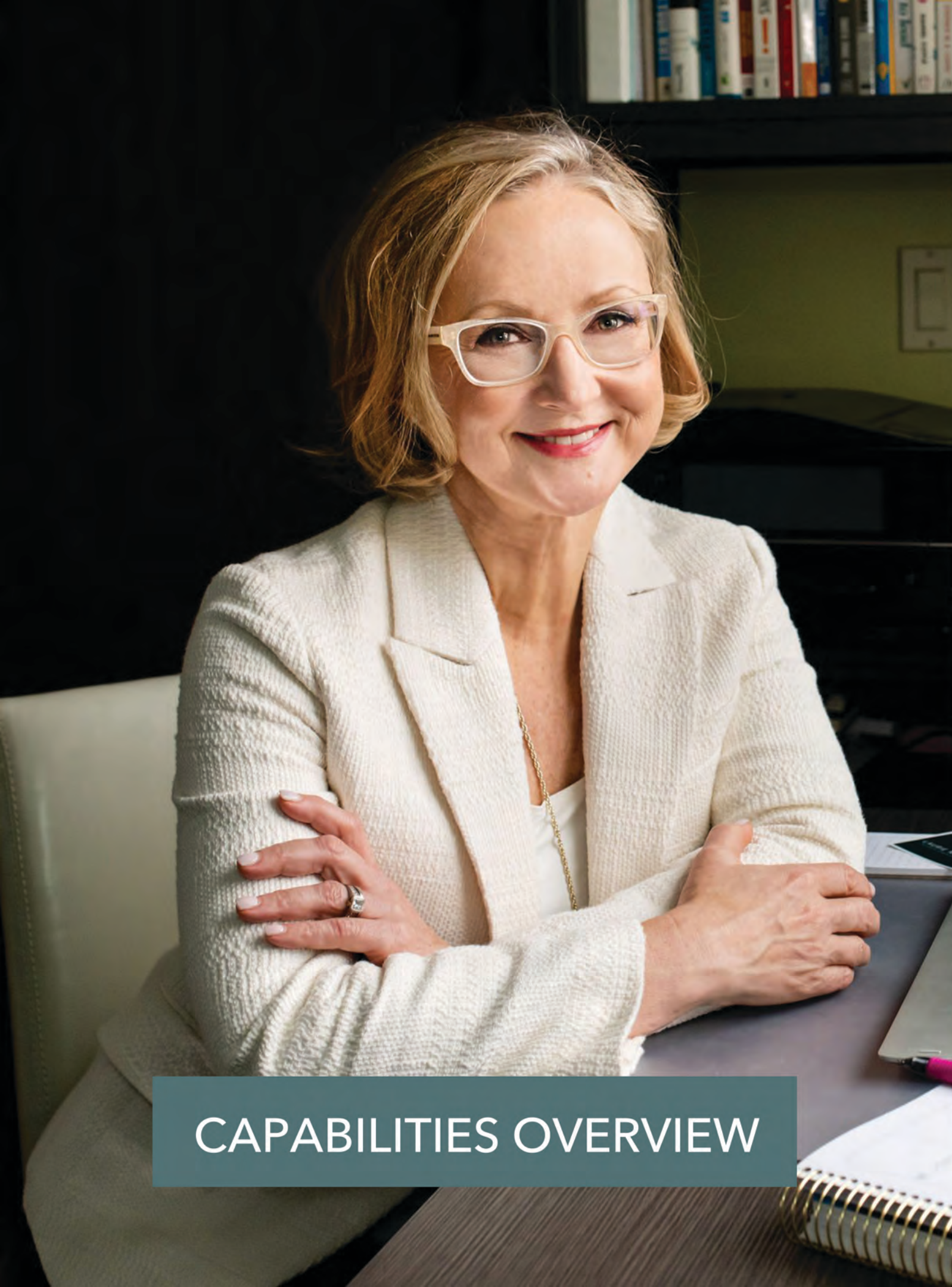




CAPABILITIES OVERVIEW



LAURIE NICHOLS
SUCCESSION PLANNING WITH HEART

VISION. PASSION. LEGACY.

People focused approach to maximize legacy and value at the intersection of succession planning, stakeholder relations, and NextGen leadership development.

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in LAURIENICHOLS

SUCCESSION PLANNING WITH HEART™

Our mission is all about valuing each stakeholder essential for creating mutually rewarding outcomes for all. It means that everyone wins: shareholders, successors, and the clients you serve.

Our Triple-Win Succession Formula is a “people first” approach designed to support each client’s unique aspirations for business succession.

This approach isn’t for everyone. However, if you’re feeling like something is missing from the typical, purely financial approach to long-term planning, you are right!

This is for business owners serious about building a great business today and leading their team to successfully prepare for succession and leadership transition. We help them create a succession plan that ensures all essential stakeholders are succession ready... as people.

We are experts in the human dynamics inherently at play with preparing for succession – planning for it, gearing up for it, negotiating deal structure, post deal integration and transition. It’s a big deal... AND stressful! At its core, it is all about the psychology of change. We can help.



SUCCESSION PLANNING IS A DIFFERENTIATOR

Succession planning is an essential leadership development strategy. Successful, high growth firms require committed, talented team members for value creation and legacy. It's never too soon to make this investment, but it can be too late.

Survey Says!

73%

have NO plan for succession.
#1 Obstacle: finding a successor.
#2 Obstacle: uncertainty with or reluctance to think about retirement.

96%

of team members feel a sense of risk and uncertainty because they've not heard a peep!

2018 FPA Survey RIAs

64%

say succession planning constitutes a large industry problem. Most prefer sale to next-generation leaders but lack of planning and increasing valuations are challenging.

#1 Motivator

is concern for client's long-term care followed by worries of losing control, selling to the wrong buyer and staff opportunities.

*2023 Survey DeVoe
& Company in collaboration with
Allworth Financial*

21%

of employees strongly agree they trust in their organization's leadership.

18%

of employees strongly agree leaders communicate effectively.

1 in 2

employees are open to leaving their organization highest turnover risk since 2015.

*2023 Gallup
at Work Summit Survey of U.S.
Employees*



COMMON CHALLENGES

Lack of planning **and** real engagement creates a losing formula for firm sustainability, shareholders, and successors.

- Worry successors are not ready to step into leadership and financially buy-in to the firm
- Lack of planning has created uncertainty with partners, successors, and clients
- Growth and success has everyone “too busy”, overwhelmed, reactive
- Uncertainty: where to start, best scenario, partner alignment, ideal successor
- Over-reliance on senior leaders creates risk, worries about the future, limits valuation
- Talent losses and challenges attracting and retaining great team members
- Partners in conflict—lack of trust and struggles with transparent, effective communication

OPPORTUNITIES

Cultivate future-ready leadership to create a success plan for today and a succession plan for tomorrow.

Leadership Alignment

- Gain clarity on what matters most and your most ideal successor/buyer
- Co-create a compelling vision and a coherent plan with buy-in for the changes ahead

Team Engagement and Development

- Uplevel leadership with courageous conversations that cultivate buy-in
- Create a culture that attracts and retains great people
- Intentional, customized focus to develop a “future ready” team

Clients Feel Appreciated

- Secure in the knowledge they’ll be taken care of throughout the transition



CORE CAPABILITIES

We empower firm founders, shareholders, and high potential successors

ELEVATED LEADERSHIP

REFLECT, ASSESS, GROW

- Assess leadership and succession readiness
- Uplevel Emotional Intelligence and communication skills to navigate change with ease
- Pause to sharpen focus: prioritization; effective delegation
- Alignment on a shared vision of success—now and for succession
- Cocreate a personalized succession roadmap and game plan

ELEVATED ENGAGEMENT

SUCCESSION-READY TEAMS

- Team and culture assessment
- Cultivate trust and rapport to increase resilience and commitment
- Engage and motivate teams to ensure retention and vision alignment
- Master difficult conversations to lead through conflict
- Create greater ease with feedback and accountability

ELEVATED PROFESSIONAL DEVELOPMENT

COLLABORATIVE RESULTS-ORIENTED

- Engage “Next Gen” with customized development plan emphasizing leadership succession readiness
- Leadership, Emotional Intelligence and Gallup Strengths assessments
- Facilitate agreement on desired outcomes, timelines, feedback, accountability.



WORKING WITH US

Insightful. Collaborative. Customized.

WHO WE WORK WITH

- Professional service firm leaders **serious** about preparing themselves and empowering their successors to effectively navigate business growth while preparing for ownership **and** leadership succession.
- Successful leaders who value **and are ready** to invest in their NextGen successors development as leaders.

HOW WE WORK TOGETHER

- ✓ Succession Readiness Assessments
- ✓ 1:1 Leadership Coaching
- ✓ Leadership Team Coaching
- ✓ Successor Leadership Strengths Assessment & Development Plan
- ✓ Strategy Day & Retreat Facilitation
- ✓ M&A "Fit" Assessment for Buyers & Sellers
- ✓ Post transaction: Team "Health" Assessment and Coaching



WHAT SETS US APART

TRIPLE WIN SUCCESSION FORMULA



A win for shareholders. A win for successors.
A win for clients.

- Proprietary formula for effectively assessing succession readiness
- Uplevel commitment and skills needed for effective communication and engagement
- Develop “future-ready” leaders and team members



OUR METHODOLOGY

Our approach cultivates leadership from “the inside out”. Leading *yourself*. Leading *others*. Leading the *business*.



KICKSTART LEADERSHIP MODEL

- Rooted in neuroscience with a focus on interpersonal dynamics
- Promotes emotional intelligence as an essential leadership skill while navigating growth and change
- Framework for bringing focus to what matters most for achieving aspirations for desired succession outcome

Laurie Nichols

BRINGS OVER 30 YEARS OF PROFESSIONAL SERVICE LEADERSHIP EXPERIENCE

A unique combination of M&A experience, expert coaching and proprietary strategies supports founders/sellers, buyers and Next Generation professionals to bridge communication gaps, effectively manage uncertainty and design a plan that works for all.

- CPA and bank auditor
- 25+ years as Managing Partner
- Lead role in management buy-out, founder succession, and sale and transition of investment business.
- Certified Professional Coach: Leadership, Teams, Communication & Emotional Intelligence

"Following the sale of my business, I followed my passion – working with other professionals to create vision-centered succession plans for an enjoyable succession event and a positive legacy. I became a Certified Professional Coach, Certified Conversational Intelligence Coach and a Registered Life Planner. I've been supporting my clients to craft meaningful lives and legacies ever since."

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INSIGHTFUL. COLLABORATIVE. CUSTOMIZED.

Smart, heart-felt encouragement delivered with a healthy dose of strategy. It's a formula for success customized for you.

Certifications:

