

# *Creating & Enhancing the Value of a Business* ©

**Objective:** A private business is often the owner's largest asset. The value of a business can either increase or decrease depending upon the actions that are taken. Learn to advise business owners more effectively regarding how to create and enhance the value of their business. This course will integrate business, valuation, and legal issues.

## **What you will learn:**

- The key factors that affect the value of a business
- What can be done to affect the key factors
- The critical elements of a valuable business
- How to develop the desired "corporate culture"
- Factors to consider in developing a business strategy
- Tips to implement and adjust a business strategy
- How to attract qualified employees
- How to evaluate and reward employees
- Relevant legal considerations
- Practical tips to create new value in a business
- Practical tips to enhance the value that is already in the business
- How to avoid the "value destroyers"
- Pitfalls to avoid

**CPE:** 8 hours

**Level:** Basic to Intermediate

**Category:** Technical consulting

**Prerequisites:** None