

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.

Learning objectives:

- List the key factors that affect the value of a business
- Explain what can be done to affect the key factors
- Note the critical elements of a valuable business
- Describe how to develop the desired "corporate culture"
- Set forth the factors to consider in developing a business strategy
- Provide tips to implement and adjust a business strategy
- List the criteria for effective board members
- Explain what effective executives do and don't do
- Note the relevant legal considerations
- Provide practical tips to create new value in a business
- Set forth practical tips to enhance the value that is already in the business
- Explain how to avoid the "value destroyers"
- Note the pitfalls to avoid

CPE: 8 hours

Level: Basic to Intermediate

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis J. Gerschick

Code: CEVB