

Vital Signs : Value Acceleration Lab

Vital Signs is an action learning program for private business owners to broaden and accelerate value building. The core idea is that the things that build value and grow a business are the same things that optimize its value (price, terms, timing) at transition – whenever that happens. Business owners are routinely challenged to work **on** their business as well as work **in** their business. Building value for the long term is important but rarely has the press of today's priorities. Vital Signs gives them tools, structure and support to learn how to tackle both – better.

Vital Signs focuses on three issues:

- 1) What is this company worth? What could it be worth?
- 2) What can I do to improve value/risk/cash flow today, that will also build business value for the future?
- 3) How can I gain more cash flow, time and financial freedom – sooner and later?

Here's the Offer – What You Get

*Initial online, accurate, actionable valuation – affordable and in minutes, not months - what the company is, and could be worth – plus a report with ROI-ranked value improvement strategies to inform the course of action.

*DIY guide to value acceleration – a Plan, Deploy, Review e guide – how to lay out a doable, loaded-for-success course of action. 30 years of enterprise building experience, lessons learned, change/risk tools packaged in a brass-tacks guide.

*Strategies, tools, cases and resources for addressing value drivers in sharply-focused, manageable initiatives.....available online, as just-in-time education.

*Reflects the perspective of what a strategic or financial buyer care about.

*A practical implementation approach for results and learning in 90 - day cycles

*Online peer group learning exchange, one per month. Dial into a give-to-get learning exchange. Entrepreneurs are smart, capable, independent people who can learn from each other.

*Individual consulting support on request if/as desired.

*Buy, engage, learn, achieve in 90-day cycles – do it again if you like it. Get your money back if you don't cover the cost in 180 days.

Who is This For

Vital Signs is geared to owners of established businesses, from \$300k to \$10mm annual revenue who seriously want to get ahead of the curve. Most don't have time to round up the tools, or create an enterprise wide value improvement program. We do that for them – bundle value strategies, design thinking, metrics, lean, practical tools and proven approaches – plus 30 years of results and innovation building businesses – in a turnkey package.

What It Costs – How to Engage

The base fee for Vital Signs is \$4400 - \$2000 at sign up and \$800 per month for 3 months. VBSR members and B Lab companies receive an automatic 20% discount. What better way to spend part of a tax windfall.

How to Learn More

Call Bill Dunnington at 802 863-4694 or email bill.dunnington@gmail.com

Check out a video at <https://www.buildcompanyvalue.com/resources>