

START A LIST OF STAKEHOLDERS THAT MIGHT BE IMPACTED BY YOUR PLAN

Given the many different stakeholders a business may have, transitioning it to new ownership or leadership could have unintended ripple effects — some of them more meaningful than others. Regardless of whether an owner’s exit involves a succession or sale, it’s important to think through how the exit will impact each player. With thoughtful planning and good communication, challenges can be minimized or avoided completely. Start with this visual tool designed to help identify those that might be impacted by the owner’s exit strategy.

COMMUNITY

Will the local economy feel any shift from changes in the business after the current owner’s exit? If so, will it threaten business ventures or investments the owner might make there in the future?

FAMILY

How will the sale of the company impact family dynamics? How will it impact the owner’s estate and legacy to family members?

BUSINESS PARTNERS

Do all owners share the same vision of the future for the business? Or, if selling to a partner, will that partner be able to finance the purchase?



YOUR SUCCESSION STAKEHOLDERS

COMPETITORS

Will competitors use the transition as an opportunity to undermine the business — drive down prices, question quality or recruit current associates?

EMPLOYEES

Will new owners restructure the organization or shift the current culture enough to threaten recruitment and retention?

CUSTOMERS

After the current owner’s exit, will customers question the quality of the company’s products or services or will the new owners target a different audience altogether?

VENDORS & SUPPLIERS

Will current vendors and suppliers want to do business with the new owners, even if contracts or service level agreements change?

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