



STRATEGIC INCENTIVES

LEADERSHIP. OWNERSHIP. STEWARDSHIP



We Are Proud to Share Two of our **High-Impact Assignments** for 2020

Creating a Transferable Business

A 60 year-old founder of a \$45M construction firm was in search of leadership and capital succession. We explored strategic incentive alternatives centered on the top three executives, selecting ESOP as a preferred exit strategy.

- Via a feasibility study, the parties agreed that an ESOP structure presented a highly competitive offer and terms compared to a possible outside sale.
- We helped with comprehensive ESOP deal shaping including the use of warrants: 20% upside to the founder and 10% upside to the executives.
- We leveraged tax, gifting and estate planning strategies to achieve multi-generational and asset protection objectives (inclusive of company shares and warrants).

RESULT | All stakeholders benefit from robust owner planning

Strategic Alignment Where it Matters

Following a major strategic transition, a founder of a \$60M GovCon was looking to transform its exec comp initiatives for next phase of growth, with low friction but high visibility and accountability for the team.

- We formulated a combination plan of cash incentives and synthetic equity ownership, turning around from the complicated 409A tax issues of the existing plan.
- We fostered strategic alignment via instituting critical "metrics that matter" – thereby raising visibility and core tenants of long term value creation.
- With comprehensive estate and financial planning, the founder and key executives were able to execute a new approach to stewardship and succession for the firm.

RESULT | True alignment spanning strategic metrics to succession

Harmonizing the Capital of Business and Life® **Bring Us Your Questions.**

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