EMAIL 1

Subject: Who else has a stake in your business transition?

When thinking about the sale of a business, it is natural to focus on shareholders, valuation, and the transaction itself. Yet your company has always been about more than financial value. It has also affected the lives of your family, employees, customers, vendors, and community.

These people are your stakeholders. Each has contributed to your journey, and each may experience your transition differently.

Identifying them can feel challenging. It requires you to look beyond the transaction and consider how a decision that is right for you may create change for the people around you. The purpose is not to make you responsible for every outcome. It is to help you approach this important transition with greater clarity and care.

A useful place to begin is by asking: Who has played a meaningful role in the success of my business, and how might the sale affect that person?

If you are open to it, I would be glad to help you create a Stakeholders Plan that identifies the people who deserve your attention and the impact you would like your transition to have on them.

EMAIL 2

Subject: Recognizing the people behind your success

Although you may have carried much of the responsibility for building your company, you probably did not build it alone.

A spouse may have supported you through uncertain seasons. Employees may have committed years of their lives to your vision. Customers, vendors, advisers, and community members may also have contributed to the company's success in ways that are easy to overlook during the pressure of a transaction.

Preparing to sell offers a meaningful opportunity to recognize those contributions. This may involve a conversation, an expression of gratitude, the sharing of knowledge, or a thoughtful action that helps someone move confidently into what comes next.

Determining what each person deserves is deeply personal, and the answers may not come easily. However, taking time to consider them can help you leave the business with fewer regrets and a stronger sense that you cared well for the people who helped make the journey possible.

Who are the five to ten people you most want to remember positively when the transaction is complete?

I would welcome the opportunity to help you think through that question.

EMAIL 3

Subject: What do you want your stakeholders to experience?

Most business owners want their transition to be positive for the people around them. Yet good intentions can be lost when deadlines, negotiations, and difficult decisions begin to consume the process.

A Stakeholders Plan helps turn those intentions into purposeful actions.
For each important person, consider four questions: What role did this person play in your success? What does this person deserve during the transition? What impact would you like the sale to have on them? What action can you take to encourage that outcome?

These are not always comfortable questions. You may discover competing needs or conversations you have postponed. You may also recognize that you cannot control every consequence of the sale. What you can control is whether you approach the people who matter with thoughtfulness, gratitude, and respect.

Planning for your stakeholders can also strengthen your own sense of purpose after the transaction. It allows you to enter your Second Wave knowing that you gave careful attention to the people who shared in your entrepreneurial journey.

If you would find it helpful, I would be glad to walk through this process with you.