



Latest Episode

4 Tips for Successful Succession Planning
w/Nick Bour, Founder and CEO of Inspire
Wealth



Insight of The Week

One Tip for Successful Succession Planning

Firm up your business and brand to operate independently.

We often see instances where the founder/owner/CEO is THE face of the company. The process of separating this while still maintaining confidence both internally and externally with clients ensures that everyone understands the plan of how to get from where the business and brand are to where they are going.

This is a good time to take a critical look at all facets and functions of the business and where optimizations need to be made/where there might be outages.

If you have not done a mission, vision, values exercise, now is the time.

- If you have these tools but haven't looked at it in a while/don't live it as an organization or, if you see new competition entering the marketplace and haven't been really studying them and what they are doing now is the time to re-examine the marketplace so you are sure on your positioning and what you can truly own/where you can succeed.



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- Stand out in your industry and get more sales.
- Show you're different to attract and retain top talent.
- Build a brand that drives real business results.



FRp Spotlight

Nick Bour, Founder and CEO of Inspire Wealth

“Make sure it’s not all just about the owner. It’s the team. It’s other key employees that are still going to be important, even after the owner starts stepping away.”



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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