



**LIONHEART**  
LEAD WITH PRIDE

THE LIONHEART LEADERSHIP PLAYBOOK: VISION

## V<sup>2</sup> GAMEPLAN

*The Powerful Connection Between Vision & Valuation*



**Ever looked at your business through the lens of someone who might want to buy it?**

Whether you want to sell your business one day, or instead plan on keeping it in the family for generations to come, understanding the importance of building an enterprise that's actually worth something through the eyes of an investor – building true equity value – creates significant (yet often overlooked) benefits.

**A business that's worth more from an equity standpoint enjoys benefits like:**

1. Access to capital at lower rates
2. The ability to more easily attract and retain better employees and partners
3. A system to keep the customer pipeline full

**So... what REALLY drives sustainable growth in equity value?**

The answer can be found when you understand the connection between Vision & Valuation. What most people don't realize is that these two are inextricably linked. Conversations about vision often die before they get started because people believe they are 'motherhood statements' that don't translate into something tangible.

Fact is, Vision & Valuation are intertwined; V2 is a single conversation that allows you and your team to get clear and aligned around where you're heading, while simultaneously driving sustainable value into the business. Said another way, it's about building something that one day you can actually sell – if you so choose – because it contains the assets that an investor will pay a premium to get their hands on.

The V<sup>2</sup> Gameplan Workshop is an interactive 1-day experience, designed for business owners and leaders, built around a simple and powerful framework that sparks a different way of thinking about valuation. The essence of the day is to have participants look at their business through the eyes of an investor, and use that lens to determine the strategic priorities that will most effectively support making their vision a reality.

## What Are Your Pain Points?

- How much do I want (or expect) to sell my business for one day?
- Am I investing in the right initiatives to deliver on my ideal exit number?
- Do I expect to get paid for the blood, sweat, and tears I've poured into this business?
- How do I effectively convey to people what they would be buying?

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## What Are Your Gain Points?

1. A Simple Formula – Gain clarity and alignment around the direction of your business
2. Confidence – Know precisely what to focus on, and why
3. Energy & Momentum – Unlock greater team engagement and productivity

And if these three reasons aren't enough, there's always the added byproduct of gaining a little thing I like to call "work-life cadence." Or put another way, an effective V2 Gameplan can result in giving you back the most precious asset of all: Time.

Time for family; time for fun; time for life.

**Ready to create your own V2 Gameplan?** Join an upcoming Group Workshop or sign up for Private Coaching at [bealionheart.com](https://bealionheart.com).