



# **A Strategic Overview: Leveraging Human & Financial Capital While Managing Risk**

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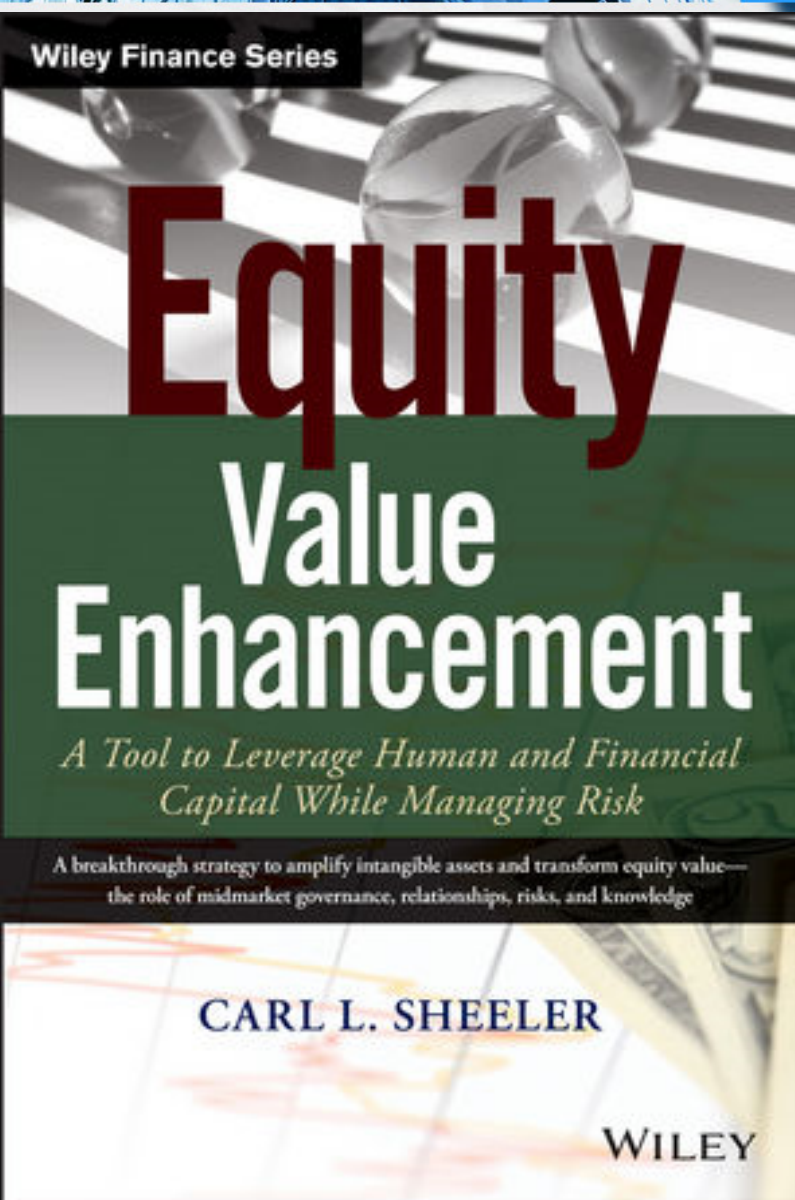


*“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it” - Michelangelo*

**BRG's** 900+ global, staff provides institutional-quality data analytics and actionable, advisory services by culling the relevant from the minutia and by partnering with family offices, businesses, boards, the C-suite, PEGs, investors and their advisors seeking a strategic advantage during planned and disruptive events. **No products. No AUM.**



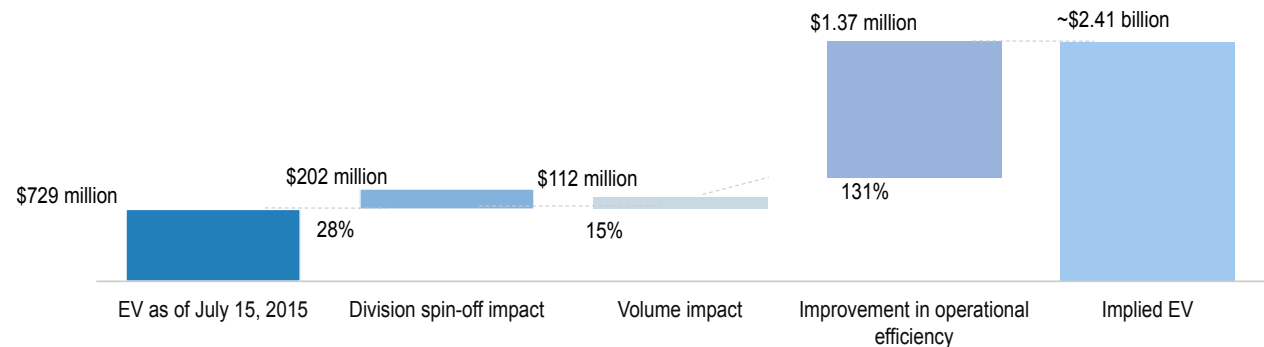
*“Governance, Relationships, Risks & Knowledge are what create great legacies and liquidity. Absent their presence, you paid too much.” - Carl L. Sheeler*



Divesting certain practice groups could result in simultaneous improvement in stock liquidity; this coupled with achievement of operational efficiency could improve Enterprise Value up to \$2.4 billion

### Value Creation Potential

USD million



Using the 'sum of the parts' approach, we assessed the stand alone value of individual practice lines. Divesting these practice lines could increase the enterprise value by **28%**<sup>3</sup>.

We analyzed the impact of stock price liquidity using EV/Revenue and EV/EBITDA multiples and concluded a **25%** increase in volume could increase enterprise value by **15%**<sup>4</sup>.

The Company could improve its operational efficiency by using a offshoring model, performance optimization, including cross-selling advisory services to Ultra High Net Worth Individuals and other companies. Operational improvement could increase enterprise value by **131%**<sup>5</sup>.

**Source:**1. Enterprise Value as of July 15, 2015 – Reuters

2. Operation improvement analysis based on the Company's current service offerings and clientele.

3. For further details on Spin-off refer to analysis in section 3

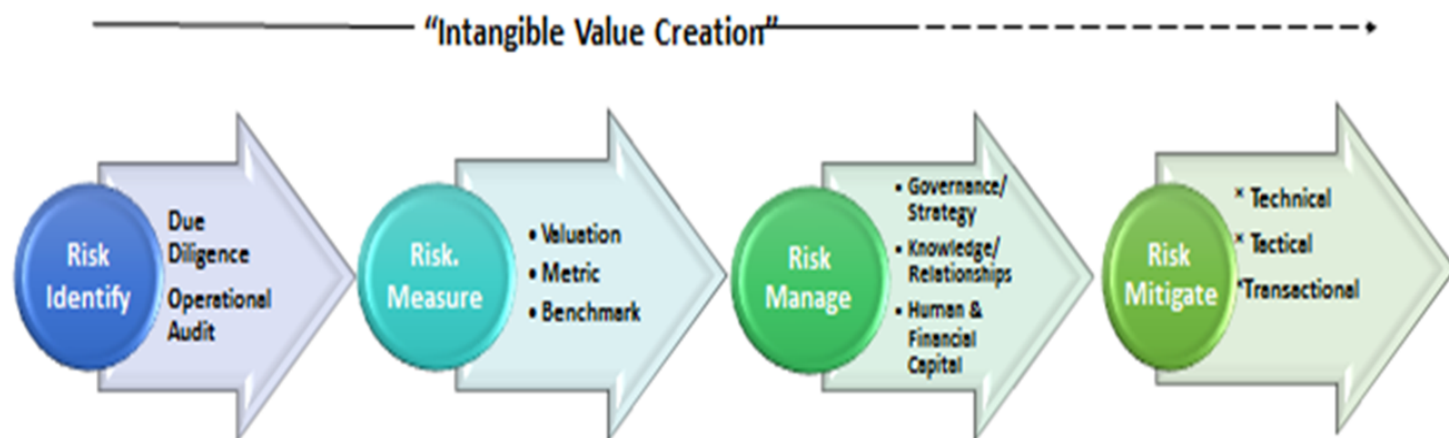
4. For further details on volume impact refer to analysis in section 4

5. For further details on operational efficiency refer to analysis in section 5



# Midmarket Private to Small Cap Public Company (\$50M to \$500M) to (\$500M to \$3B) Ecosystem(s)

## STRATEGIC VALUE ARCHITECT



- Value Creation/Intangibles
- Dynamic Capabilities/Opportunity to Act
- Sense - Seize - Transform

# I. Governance

Think Culture.  
Think Strategy.



## II. Relationships

Think advisors.  
Think leverage.

### III. Risks (*Opportunities*)

Think measure.  
Think mastery.



## IV. Knowledge

Think uncommon.  
Think constituents.

## V. Putting it together

**“GRRK”** provides the strategy, the metrics and the actions to allow families to move from “success” to “significance”.

It provides more resources to leverage and align human and financial capital to pursue opportunities and reduce risk.

This way families retain control, achieve liquidity and sustain their legacy across generations.

Therefore, “real” alpha can often be 2x, 5x or more when effectively managing both tangible and intangible assets.