

Speaker Profile for Claire Pickens

Claire is a dynamic speaker and expert in entrepreneurialism, performance management, and the essential technical skills required to craft a compelling business plan. With an Executive MBA emphasizing Organizational Leadership, she brings a wealth of knowledge and experience to her presentations. Claire holds several certifications, including CVPM (Certified Veterinary Practice Manager), SHRM-CP (Society for Human Resource Management - Certified Professional), and CSSGB (Certified Six Sigma Green Belt). Since 2015, she has captivated audiences across the United States as a keynote speaker, classroom instructor, and workshop facilitator, delivering impactful sessions that inspire and educate. As a seasoned business owner and former Director of Learning & Development and Senior Director of Operations, Claire combines practical insights with academic rigor, making her a sought-after voice in the field. Her passion for empowering others shines through in her work as an author and mentor, guiding individuals and teams to achieve their highest potential.

Course Title: Don't Blow It! Managing Emotions During Your Business Sale Published in Today's Veterinary Business Journal

Course Description:

"Don't Blow It! Managing Emotions During Your Business Sale" is a comprehensive course designed to help business owners navigate the emotional, professional, and logistical challenges of selling their business. Selling a business is more than a financial transaction—it's an emotional journey that requires careful preparation, collaboration, and strategic planning to ensure a smooth transition. This course provides actionable strategies for managing emotions, preserving your business's legacy, and setting the new owner up for success while maintaining your community ties and honoring your years of dedication.

Course Length: 1 Hour

Course Format Options

- Keynote
- Classroom Session
- Webinar

Learning Objectives

1. Understand the emotional journey of selling a business:
 - a. Reflect on personal motivations and emotions tied to the sale.
 - b. Develop techniques to process and manage feelings of loss, sadness, and grief professionally.
2. Prepare for a successful transition:
 - o Identify essential steps to prepare the business for sale, including financial readiness, valuation, and team stabilization.
 - o Create a clear exit strategy and handoff plan to ensure continuity and success post-sale.
3. Navigate key responsibilities as a seller:
 - o Effectively train and support the new owner during the transition.
 - o Maintain positive relationships with employees, clients, and community stakeholders.
 - o Foster excitement for the business's future while stepping back from its daily operations.
4. Avoid common pitfalls during the sale process:

- Recognize and mitigate risks such as communication breakdowns, resistance to change, and emotional outbursts.
 - Collaborate with the buyer to implement changes and support the business's evolution.
5. Protect and enhance the community legacy of the practice:
- Strengthen community engagement and highlight the business's contributions to local economic health and culture.
 - Promote the business's future success to maintain trust and attract talent within the community.
6. Manage legal and financial considerations effectively:
- Address due diligence, contracts, compliance, and valuation with the guidance of experienced advisors.
 - Approach earn-out arrangements and transitions with professionalism and neutrality.