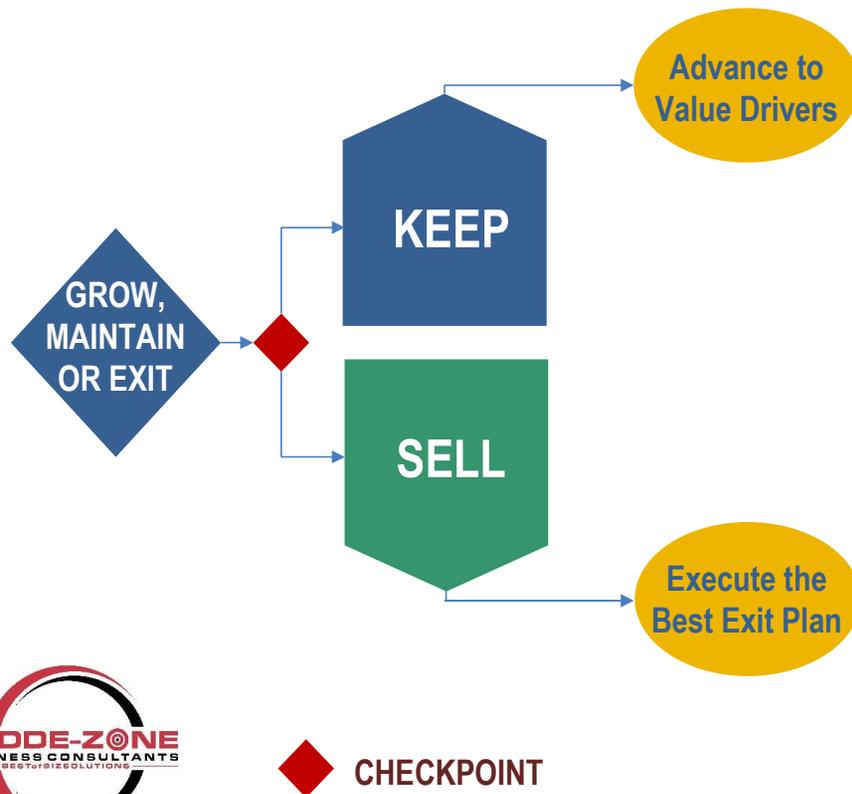


ACTION STEP DECISION



The **Decision Phase** of the Transition Continuum represents a critical strategic fork in the road for a business owner. At this stage, the primary objective is to evaluate whether to **Grow, Maintain, or Exit** the business.

The Two Paths of Decision:

- **KEEP:** If the decision is to retain the business, the next step is to "**Advance to Value Drivers**". This focus is typically on enhancing the internal components of the business to increase its worth and operational efficiency.
- **SELL:** If the decision is to move on, the objective shifts to "**Execute the Best Exit Plan**". This path involves preparing the business for a transition of ownership to ensure the owner's financial and personal goals are met.