

STEP 1 - DISCOVERY PHASE



The **Discovery Phase** of the Transition Continuum functions as the initial diagnostic stage where a business owner gains a clear understanding of their current standing. This phase is designed to gather essential data to inform all future strategic moves.

To establish an accurate baseline, this phase requires two primary evaluative actions:

- **Complete an Annual Business Valuation:** This provides a concrete, data-driven assessment of what the enterprise is worth in the current market.
- **Evaluate Personal, Financial, and Business:** This is a holistic review that looks beyond just the company's balance sheet to include the owner's individual financial readiness and personal goals.

