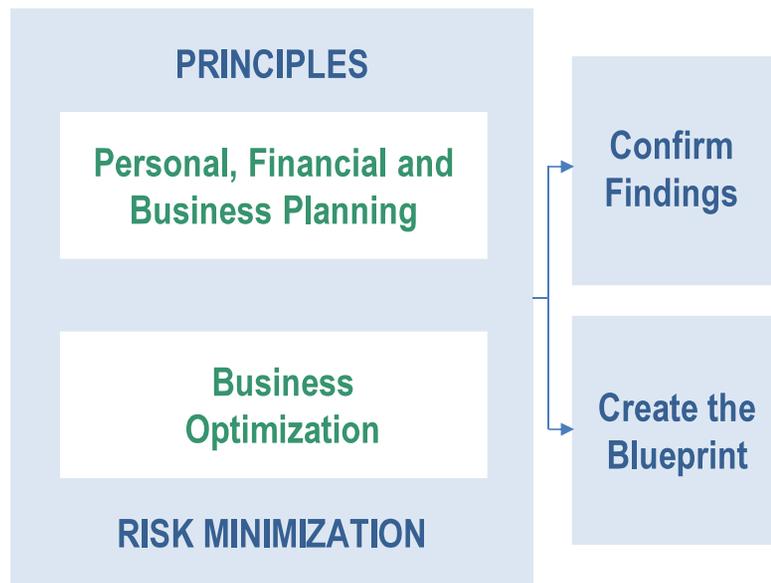


# NEXT STEP - PREPARATION PHASE



The **Preparation Phase** of the Transition Continuum is designed to build a solid foundation for a business before any major transitions occur. This phase focuses on alignment between the owner's life and the business's health through a framework of core principles and actionable outputs.

This phase is anchored by **Principles** and the overarching goal of **Risk Minimization**. The primary internal activities include:

- **Personal, Financial, and Business Planning:** Ensuring that the owner's individual goals are in sync with the financial reality and strategic direction of the company.
- **Business Optimization:** Streamlining operations and improving performance to maximize the value of the enterprise.

