Executive Ownership Decision Matrix: 5 Key Choices to Empower Your Post-Corporate Path

The 2026 layoffs avalanche shows: waiting isn't an option. Empower your transition with this matrix—score each path (franchise, acquisition, independent) on 5 key choices.

Total scores guide your fit.

Choice Criterion	Franchise (Score 1–5)	Acquisition (Score 1–5)	Independent (Score 1–5)
1. Risk Tolerance (Low = 5, High = 1)	Proven system, lower startup risk	Existing cash flow, moderate due	Build from scratch, highest
2. Timeline to Revenue (Fast = 5,	Quick launch with playbook	Immediate from buy-in	Longer build phase
3. Control Level (High = 5, Low = 1)	Guidelines/royalties limit	Full ops control post-buy	Maximum autonomy
4. Capital Needs (Low = 5, High = 1)	Franchise fees + setup	Higher for purchase	Variable, potentially lowest
5. Experience Leverage (High Fit	Use leadership for scaling	Optimize existing business	Draw on domain for innovation

Score each: Higher total = better path fit.

Exec2Owner – When Corporate Life Ends, What's Next?
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5 Empowering Decision Prompts

1. What risk level empowers you most? (e.g., structured vs. bold)
2. How soon do you need revenue to feel secure?
3. What level of control fuels your decisions?
4. What's your capital runway for this choice?
5. How can your corporate experience shape ownership?

Total your matrix—4+ in a path? Explore it first.

I've used this to guide my pivot and others—unbiasedly.

Ready to decide? Book a free 15-min call: Schedule 1:1

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