



Develop Your End Game Statement

The End Game Statement defines what the business is ultimately being built to become.

Most owners operate without a declared destination. As a result, **decisions are reactive**, **growth is inconsistent**, and the **business remains dependent on the owner**. The End Game Statement removes that ambiguity by establishing a clear outcome that guides every strategic choice.

Why the End Game Statement Is Necessary

It shifts the owner from running a business to building an asset.

Without an End Game Statement:

- Growth lacks direction
- Systems are built randomly (or not at all)
- Hiring, pricing, and expansion decisions conflict
- The business produces income but not enterprise value

With an End Game Statement:

- Decisions align with long-term value, not short-term pressure
- Systems, roles, and processes are built intentionally
- Owner dependence is reduced by design
- The business becomes understandable, attractive, and credible to the market

In short:

Revenue measures effort.

The End Game Statement defines value.

End Game Statement Generator

Choose Your Path. Declare Your Destination. Build Value on Purpose.

Answer the questions Below

STEP 1: What is your PRIMARY OUTCOME for your business.

(Pick ONE — this sets the direction)

- A. ☐ **Transferable Asset**
- B. ☐ **Predictable Cash Flow**
- C. ☐ **Fundable / Acquisition-Ready**
- D. ☐ **Lifestyle + Optional Exit**
- E. ☐ **Legacy / Long-Term Ownership**

STEP 2: Choose Your VALUE STANDARD

(How the market should see your business)

- A. ☐ System-driven (documented, repeatable)
- B. ☐ Owner-independent (runs without me daily)
- C. ☐ Scalable (capacity can grow without chaos)
- D. ☐ Defensible (reduced risk, diversified revenue)
- E. ☐ Institutional-ready (clean financials, controls)

(Select up to TWO)

STEP 3: Choose Your TIME HORIZON (You want to accomplish this by when)

- A. ☐ 1–3 Years
- B. ☐ 3–5 Years
- C. ☐ 5–10 Years

STEP 4: Choose Your PERSONAL RESULT

(By accomplishing this your company will provide you with?)

- A. ☐ Time freedom
- B. ☐ Income security
- C. ☐ Strategic optionality (choice)
- D. ☐ Wealth creation
- E. ☐ Legacy impact

STEP 5: NOW BUILD YOUR END GAME STATEMENT

This business is being built to **[PRIMARY OUTCOME]** by becoming

[VALUE STANDARD1] and **[VALUE STANDARD 2]**,
within **[TIME HORIZON]**,
so that **[PERSONAL RESULT].”**

See Examples below

EXAMPLE BUILDS

Example 1: Classic

- Transferable Asset
- System-driven + Owner-independent
- 3–5 Years
- Strategic optionality

Example Statement:

*“This business is being built to become **a transferable asset** by becoming system-driven and owner-independent within three to five years, so that I maintain strategic optionality.”*

Example 2: Cash Flow with Protection

- Predictable Cash Flow
- Defensible + Scalable
- 1–3 Years
- Income security

Example Statement:

*“This business is being built to **generate predictable cash flow** by becoming defensible and scalable within one to three years, so that my income is secure.”*

Example 3: Fundable / Acquisition-Ready

- Fundable / Acquisition-Ready
- Institutional-ready + Owner-independent
- 5–10 Years
- Wealth creation

Statement Example: *“This business is being built to be **fundable and acquisition-ready** by becoming institutional-ready and owner-independent within five to ten years, so that it creates long-term wealth.”* ***Refer to Your Value Terms for clarity of the terms***