STEP 3: Find Purpose for Your Personal Time

(Months 3+)

As you prepare your business for a major transition, you must also prepare yourself. What will replace the hours created by transitioning away from the Category B, C, and D items you listed in Step 2? The key to a successful exit is figuring out how you will fill that void with something that feeds your soul.

Use the following pages to brainstorm what you are (or aren't) moving toward in your next chapter.

Personal Pursuits

What will your professional identity look like outside of the Operator Seat?

- [ ] Alma Mater Participation

  Roles to explore (e.g., guest lecturer, programming):

- [ ] Philanthropic Work

  Causes of interest:

- [ ] Hobbies

  Interests to pursue (e.g., cooking, golf):

Professional Pursuits

What will your professional identity look like outside of the Operator Seat?

- [ ] Board Positions *(Tip: Work with a search firm's board practice group or leverage existing contacts)*

Target Industries/Companies:

Key Contacts to Reach Out To:

- [ ] Next Business Venture

Ideas/Industries to explore:

- [ ] Investing

Focus Areas/Industries/Stages:

- [ ] Mentoring

Who do I want to help?:

Other

- [ ] Additional interests or ideas to pursue:

Action Plan

List three concrete actions you will take in the next 6 months to start building this new chapter:

1. Begin the process of separating your technology from the business.
   Note: Prepare for the worst case scenario where you may be cut off from your email immediately after the sale without time to separate your personal from professional technology.
   a. Secure the email domain for your name or initials @ companyFOUNDER.com
      Example - Shelly Sun Berkowitz's post-sale email became SSB@brightstarfounder.com
   b. Begin forwarding or moving all personal email files such as tax returns, investment statements, and bank statements from the company servers.
   c. Begin to use the new email for personal interactions, as well as personal and professional pursuits to make the transition easier.

2. ____

3. ____

4. ____

Next Steps:
Continue on as we dive back into the operations side of the playbook, covering the framework for finding your successor and how to deliberately execute the handoff.