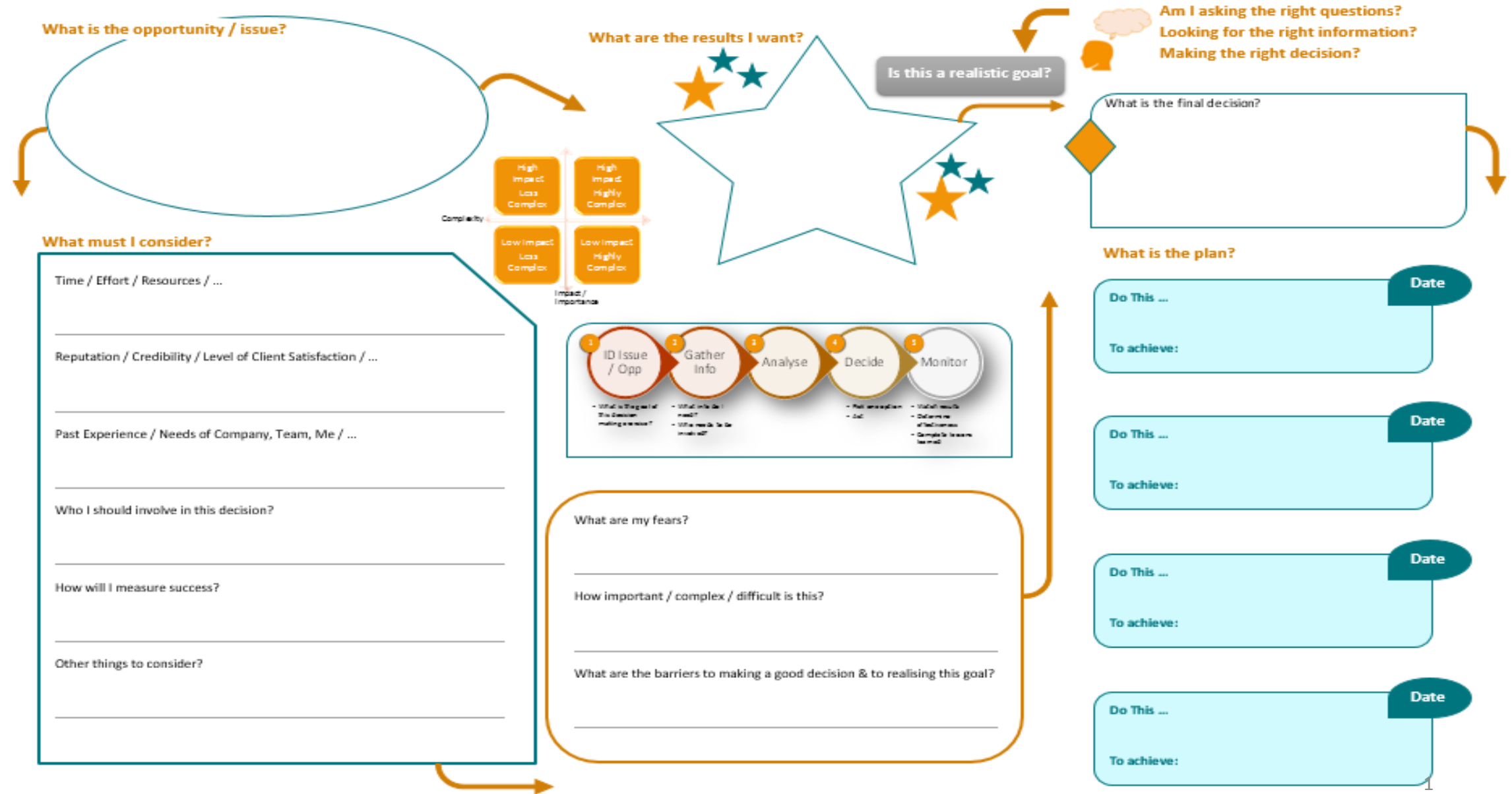


Disciplined Decision Making



Disciplined Decision Making

- I will know that I am making the right decision if...*
- 1) I am comfortable with the decision.*
 - 2) There is no interruption of my service to existing clients.*
 - 3) The decision fits with my long-term strategy.*

What is the opportunity / issue?

Merge my business with a company working in a complementary vertical in another region to expand sales.

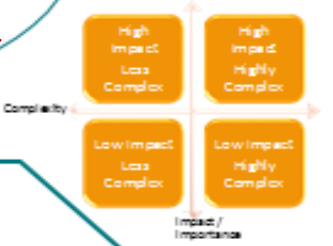
What are the results I want?

Grow my business by 20% in the next year

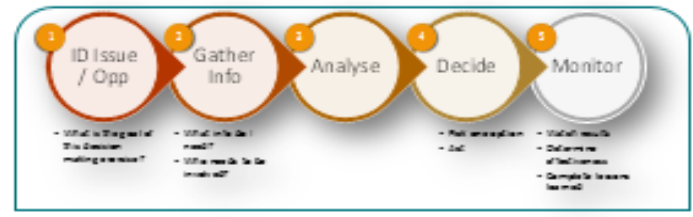
Is this a realistic goal?

Am I asking the right questions?
Looking for the right information?
Making the right decision?

Do I want to expand my business by merging with another company?
Do I want to have a partner?
Am I willing to give up some control over my business and my client?



- What must I consider?**
- 1) Will our management styles be compatible?*
 - 2) How fast do I want to grow my business*
 - 3) Will I lose control of my business?*
 - 4) What if our customers don't like the change?*
 - 5) How much time will this take?*
 - 6) Can my product meet regional safety / quality standards?*



*What if my business would continue to grow but more slowly.
 I will be in competition with the other company if I move into that region.
 The other company may merge with someone else and be an even bigger competitor
 If this deal goes south, it will interrupt my service and confuse my clients & staff!
 I don't know if the two companies are compatible!*

- What is the plan?**
- Do This ...** **Date**
visit their company; see how they manage their resources / clients / etc.
 - Do This ...** **Date**
Find out if they have merged with other companies & the result.
 - Do This ...** **Date**
Negotiation with possible power sharing & decision-making process issues in mind
 - Do This ...** **Date**
Talk to some of my best customers and ask for their advice.