

THE FAMILY ENTERPRISE
INITIATIVE SERIES

THE ULTIMATE SUCCESS DECISION GUIDE



For Family Business Leaders
In Your Personal “Fourth Quarter”

Nick Niemann, Esq.
McGrath North Law Firm

Based on our national experience and our affiliations with the country's leading Family Business Strategy, Asset Protection, Business Continuity, Leadership, Succession, Exit and Estate Planning Organizations, we have developed:

The "Ultimate Success" Decision Guide - For Family Business Leaders -

Dear Family Business Leaders and Trusted Advisors-

Hundreds of Family Business Leaders (and their Trusted Advisors) have trusted us to "look into the future" with them for a very specific reason.

Whether they are a startup or already well into many years with their business, they want to achieve remarkable success in all "Four Quarters" of their life as a business leader and owner.

And they want to avoid the Fourth Quarter "Train Wrecks" which derail even the best Business Leaders.

None of us want to let down those who depend on us. We all want to keep the promises we have made to ourselves, to our families, to our colleagues, to our stakeholders, to our customers and to our communities.

The Family Business Leaders we work with deploy a Pioneer Mindset. In this age of massive disruption, they know that if they and their team are not amongst today's pioneers, the odds of continuing their Family Business success are remote.

These Leaders are today's Pioneers. You are eager to explore and create new opportunities. You look for new ways to advance the lives of your colleagues, customers and families. You begin with a specific, thoughtful end in mind in everything you do. And you set a course for winning the whole game, i.e. all of your "Four Quarters".

You know your plan so far has worked well, may not be perfect and is subject to change. You are proceeding every day with your end objectives in mind. You have a very good idea of where you want to head, how to get there, and who you won't let down.

Our Family Business and Family Enterprise Teams have worked with over 1,200 Business Leaders/Pioneers on achieving real world "Fourth Quarter" results. We are working together with today's Family Business Leaders/Pioneers to grow, develop and strengthen Family Businesses throughout the U. S.

This all begins with understanding what you value most. And then moving ahead with speed, clarity and purpose to deploy what's needed to stay successful throughout the whole game.

You were successful before we showed up. We invite you to learn more about [The 4 Powerful Playbooks](#) which we are deploying with Family Business Leaders/Pioneers who want your hard work and efforts to continue to pay off by seeing and starting with your "Fourth Quarter First."

Sincerely,

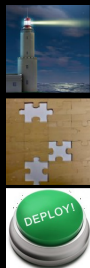
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Ask for "The Family Business Playbook" booklet for a copy of these 4 Powerful Playbooks.

Together with your other Trusted Advisors, we address the answers to . . .

The 3 Key Questions:



1. **Discover.** What will be the probable, almost certain, future outcome of our present course, if left unchanged?

2. **Decide.** What's missing - the presence of which will make a substantial difference in producing a better future outcome?

3. **Deploy.** What do we need to do next to move ahead with speed, clarity and focus to deploy what's missing?

"Why is this "Fourth Quarter" Family Business Game Plan Program so effective?"

Because it wasn't created by a lawyer sitting in an office reading law journals.

Over many years I've worked with hundreds of Family Business Leaders and been a part of some great national business organizations which focus on what is needed for Companies and their Leaders to become and to remain extremely successful.

These have included:

- Vistage International Family Business Network
- Business Enterprise Institute
- CEO Space International
- John Maxwell Executive Leadership Program
- Family Firm Institute
- Secret Knock
- Strategyzer AG
- Exit Planning Institute

As a member of these organizations, and having taught business design and innovation to Vistage CEO Boards across the U.S. and Canada, I've learned from hundreds of the country's best and brightest CEOs dedicated to building and growing companies which endure.

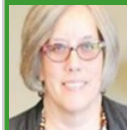
I've learned from them what is important to them and what isn't important.

That is what I've been bringing to other Family Business Leaders around the U.S. by developing and deploying our "Fourth Quarter" Family Business Game Plan Program.

When we work with Family Business Leaders, we ask about your story and the story of your Family Business. We get to see the heart and soul of America's family entrepreneurs, that is, America's new breed of Family Business Pioneers. We get to see your passion and your excellence. We get to see the love and respect you have for your colleagues and for those you serve. We get to see the grit, determination and pioneer spirit which drive you and your team. Just as it has driven me ever since growing up in the Niemann Family Businesses.

Now with over 70 attorneys deployed in over 80 practice areas, we are partnering with Families, their Family Businesses and their other Trusted Advisors throughout the U.S. to help create incredible, lasting value.

"Nick, it's important that I say 'THANK YOU'. I know the work that goes into mastering something—and you are a master!"



Cathy Fitzhenry. Omaha Chair, Vistage International—the world's leading CEO peer group and private advisory board organization.

"Nick Niemann is a great planner and thinker and a leader in this entire field."



John Brown. Founder, Business Enterprise Institute, one of the two leading Succession and Exit Planning Organizations in the U.S.

The "Ultimate Success" =

"Fourth Quarter First" Mindset + Deploy the Right Plays + Avoid the 24 "Train Wrecks"

Achieving The Ultimate Success Needs More Than Just Basic Planning

This requires what we call "Fourth Quarter" Planning. This is a mindshift which Family Business Leaders/Pioneers have been asking us to deploy with them. It is a belief in the need to "begin with the end in mind" if you really intend to be and stay successful.

It is a combination of Strategic, Asset Protection, Business Continuity, Leadership, Succession, Exit and Estate Planning. It is the deliberate, adaptable and customized process for working with Business Leaders and your Families and Colleagues to continue to profitably build your Family Business. And to deploy early on what's needed to achieve a successful future transition and eventual exit from your Company. It addresses how to protect what you're building and how to take control of your legacy.

It's About Seeing And Starting With Your "Fourth Quarter First"

For this reason, "Fourth Quarter" Planning addresses your planned, foreseeable growth and future exit. Ideally, your future "Fourth Quarter" will occur on your terms and timetable. However, sometimes unforeseen events (such as unexpected death or disability or the loss of key employees) will frustrate the best laid plans. So, "Fourth Quarter" Planning comes with back up plans in case of an unexpected owner, partner or key employee death, disability, departure, dispute, divorce or business downturn.

To Be And To Stay Successful For The Whole Game

Many Family Business Leaders/Pioneers have heard us say that our job is to "look into the future" with you. And then work together on what is needed to avoid foreseeable pitfalls and to achieve the outcome you want.

That is the essence of "Fourth Quarter" Planning. To look ahead. To see it coming. To avoid "Train Wrecks." To deploy what's needed to keep the promises you've made to yourself, your Family, your Colleagues, your Stakeholders, your Customers and your Communities.

By Deploying Some Very Powerful, Yet Simple, Concepts

"Fourth Quarter First" thinking is a very simple mindset. Yet, in practice, it's often overlooked. Too many business owners are on the journey, but have no clear destination in mind (or they are missing the steps needed to get there).

Together we simply focus on both the journey and the destinations you want for yourself, your Family, your Colleagues and your Company. We then address what's needed to actually get there. We "Begin with the end in mind" (i.e. "Fourth Quarter First"). And we live by the flexibility principle that "All plans are firm...until changed."

The "Ultimate Success"

What Does The "Ultimate Success" Look Like For You?



Colleague Careers.

We helped create careers for our colleagues who pitched in with their own blood, sweat and tears.



Incredible Culture.

We created an incredible Culture that attracted and retained trusted colleagues and loyal customers.



Family Careers.

We helped develop family member Careers in the Family Business for those who dedicated themselves to this.



Inspirational Legacy.

We will look back and be fully satisfied with the Legacy we built.



Business Model Success.

We overcame yesterday's Business Model disruptions and pivoted to capture great new value and opportunities.



Dynamic Successor.

We developed great, dynamic Leaders and at least one great, dynamic Successor CEO.



Leadership Team.

We built a Leadership Team which can successfully take on tomorrow's adventures.



Community & Charities.

We supported our Community and favorite Charities in a big way with time, talent and resources.



Bloodline Opportunities.

We created Family Bloodline Opportunities beyond the Company.



Successful Transition.

We handled a successful Internal Transfer of the Company to those who can lead it forward to continued great success.



Successful Sale.

We handled a successful External Sale of the Company on our price and terms.



Peace & Financial Security

Peace of Mind, Family Peace, and Family Financial Security accomplished with tremendous grace, style and perseverance.

The 3 Key Questions



1. Discover Probable Outcome

What will be the probable, almost certain, future outcome of our present course, if left unchanged?

Profitable Growth



On our Present Course, will we achieve our Profitable Growth Objectives and avoid the 6 Profit Train Wrecks?

- ☐ Yes. Got It. ☐ No. Not Yet.
- ☐ Get On It. (Profit Playbook)
- ☐ Get Second Opinion.

Wealth Protection



On our Present Course, will we achieve our Wealth Protection Objectives and avoid the 6 Wealth Train Wrecks?

- ☐ Yes. Got It. ☐ No. Not Yet.
- ☐ Get On It. (Protection Playbook)
- ☐ Get Second Opinion.

Lifestyle Continuity



On our Present Course, will we achieve our Lifestyle Continuity Objectives and avoid the 6 Lifestyle Train Wrecks?

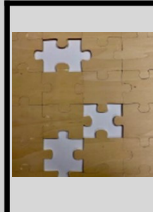
- ☐ Yes. Got It. ☐ No. Not Yet.
- ☐ Get On It. (Estate Playbook)
- ☐ Get Second Opinion.

Personal Freedom



On our Present Course, will we achieve our Personal Freedom Objectives and avoid the 6 Personal Freedom Train Wrecks?

- ☐ Yes. Got It. ☐ No. Not Yet.
- ☐ Get On It. (Succession Playbook)
- ☐ Get Second Opinion.



2. Decide What's Missing

What's missing - the presence of which will make a substantial difference in producing a better future outcome?

See our Family Business Playbook



3. Deploy What's Needed

What do we need to do next to move ahead with speed, clarity and focus to deploy what's missing?

Reach out, to begin our discussion.

FAMILY BUSINESS LEADERS

Results Not Wanted



Results Wanted



Results Achieved By

Your
Family Enterprise
Game Plan

Your
Family Business
Game Plan

What Is The Financial + Personal Cost
of Being Too Late or Out of Time?

What Is The Financial + Personal Value
of Each Great Play Deployed In Time?

Inspired By Excellence. Committed To Your Success.

When we work with Family Business Leaders, we ask about your story and the story of your Family Business. We get to see the heart and soul of America's Family entrepreneurs, that is, America's new breed of Family Business Pioneers.

We get to see your passion and your excellence. We get to see the grit and determination which drive you. We get to see the love and respect you have for your colleagues and for those you serve. In short, we get to see the pioneer spirit which drives you and your team. Just as it has driven me and our team.

For over 60 years we have been working with our nation's food companies, restaurants, farmers and ranchers to feed people better. We have been working with contractors and companies to build better and more affordable homes and new business facilities.

We have been working with technology companies to develop new ideas that improve lives. We have been working with inventors, startup companies and health care providers to develop patented medical devices, leadership teams and joint ventures that save lives. We have been working with energy companies to help fuel our homes and the businesses we all rely on.

We have been working with bankers, key partners, manufacturers,

distributors, retailers and transportation companies to finance, produce and deliver better products and services to communities around the world. We have been working with Family Business Pioneers and their other Trusted Advisors to transform, grow, carry on and transition the Family Business Dream, the backbone of our great country.

We have been working with our community leaders to improve our cities and our schools. We have been working with our elected leaders to improve the business climate to create and attract new and better jobs for Families.

For over 60 years, this has been the McGrath North Law Firm.

Working quietly behind the scenes closely with the talented leaders of great organizations around the world to make lives better.

Working together. Working stronger. Working faster. Working better. Overcoming Roadblocks. Avoiding Train Wrecks.

Inspired by Excellence. Committed to your Success.

Our diverse team isn't waiting for the future. We are helping to produce new, incredible, sustainable results right now.

We invite you to join us as we move quickly ahead towards the next 60 years.



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Membership Experience with:
Vistage International Family Business Network
Family Business Advisors Alliance

Family Firm Institute
CEO Space International
Business Enterprise Institute
Exit Planning Institute
Maxwell Leadership
Strategyzer AG
Secret Knock
Harvard Virtuous Leadership

Our Vision (Ultimate Goal)

That every Family and Family Business we serve will build a lasting Family Enterprise of generational wealth, leadership, and legacy.

Our Culture & Code of Conduct

- Tenacity—We never give up on Families.
- Respect—We honor both tradition and innovation.
- Trust—We earn and safeguard trust in every relationship.
- Enthusiasm—We bring energy and optimism to every challenge.
- Courage—We face difficult issues with clarity and resolve.
- Generosity—We offer our best ideas and efforts.
- Compassion—We remember that Family is always at the heart.

Our Mission (Why, What and How)

We "look into the future" with Family Business Leaders and your Trusted Advisors to discover, decide and deploy what's missing and still needed for you, your family, and your colleagues to achieve the full greatness of the Family Business Dream.

Our Mission Mindset

- "Begin with the end in mind."
- "Start with simple. Only add what's needed."
- "Go for great. Don't wait for perfect."
- "All plans are firm...until changed."