



## STRATEGIC INCENTIVES

LEADERSHIP. OWNERSHIP. STEWARDSHIP



We Are Proud to Share Two of our **High-Impact Assignments** for 2022

### Resilient Capital Structure for Hyper-growth

Two high energy entrepreneurs of a health care services LLC were forced to throttle back growth due to staff shortages. They asked BOLD Value to design an upside sharing incentive arrangement to attract and retain talent at all levels.

- We designed two separate plans: a profits interest plan for CXOs and a change in control bonus plan for the critical middle.
- Incentive plans were designed to self-correct with ultra-high growth.
- As the company quadrupled in value, we helped recapitalize the company to free-up cash, lower taxes, reward merit and enable flexible owner succession.

**RESULT** | Powering 5X growth via incentives

### Retaining Key Execs via Right-sized Incentive

A \$50M high technology firm was on the verge of losing key executives ahead of strategic company sale. The company's board and its top executive reached out to our team to address its politically-charged value allocation history.

- The initial challenge: the owners and execs had great mistrust around proper incentive sizing and structure, leading to business disruption and shaky deal process.
- Serving in a neutral role, we offered our professional viewpoint and tools, facilitating a customized dynamic sizing mechanism coupled with creative protections for each side.
- With a fair incentive keeping the top industry talent, the sale process was back on solid track with a value premium.

**RESULT** | True stakeholder deal alignment

Harmonizing the Capital of Business and Life® **Bring Us Your Questions.**

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