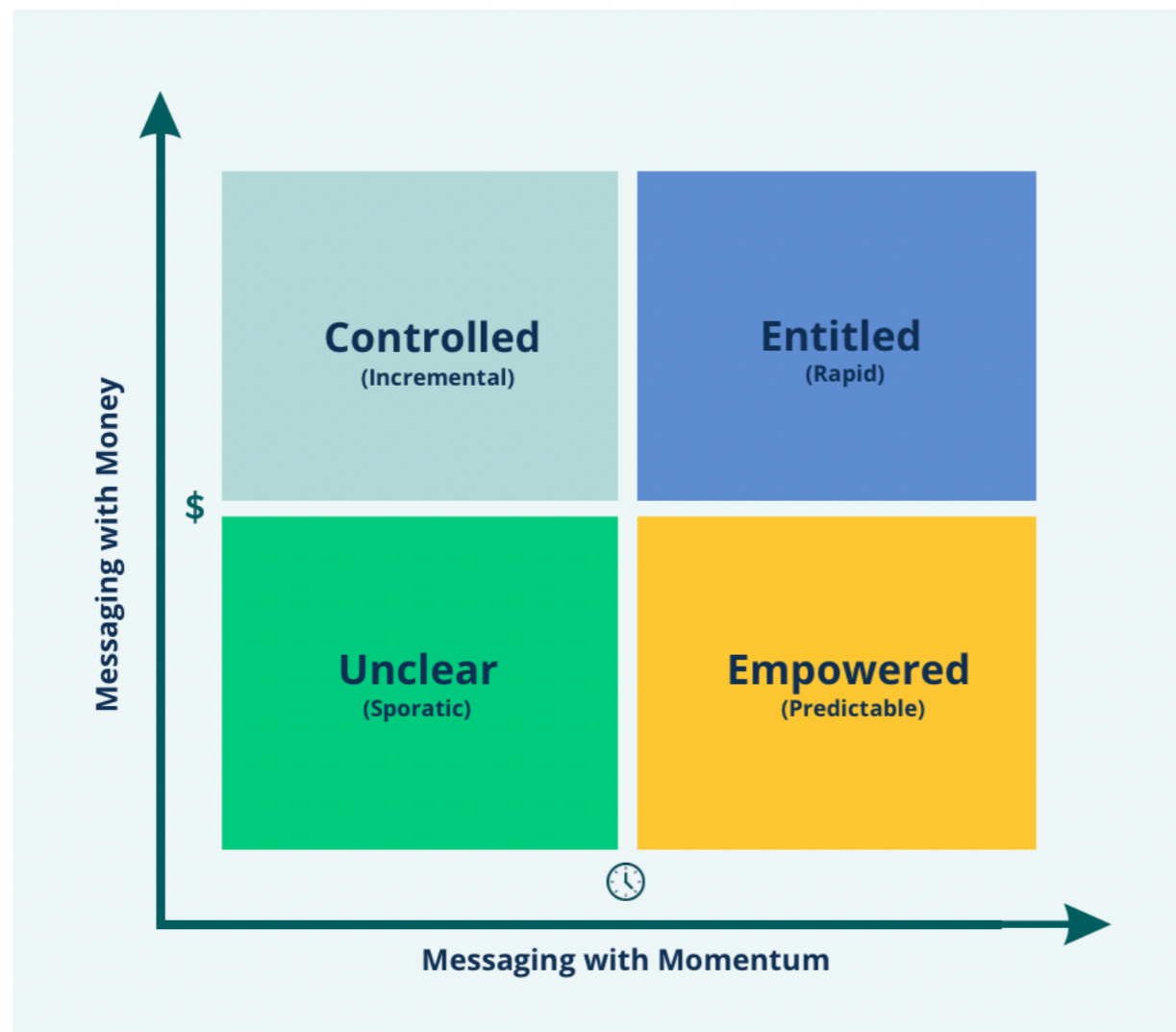


Leadership Transition the

4

Means of Messaging



- Controlled**
When in a family business, money or large gifts are used to influence or control the next gen's choices, time or freedom.
- Entitled**
When promotion is rapid without preparation or merit or overall plan.
- Unclear**
When turnover of responsibility or assets is done at the convenience or whim of the grantor sporadically, without overarching plan.
- Empowered**
When transition is well planned and scheduled based on specific performance benchmarks.

- The transition process deserves intentionality and care.
- The process itself is meaningful and carries a message.
- The how is more important than how much.