RonaldBlueTrust
Wisdom for Wealth. *For Life.*

Business Consulting

A DIVISION OF RONALD BLUE TRUST

Ronald Blue Trust's Business Consulting Division was created to provide practical expertise to business owners as they seek to faithfully steward the companies with which they have been entrusted. Our experience in advising businesses and their owners on various growth and transition planning strategies allows us to design and orchestrate plans unique to each client's needs.

We Serve Business Owners

The Business Consulting Division focuses on helping companies experiencing challenging situations, needing strategic financial advice, and anticipating major ownership change. We employ a highly consultative approach to meet these needs utilizing the following core services:

ALIGNING BUSINESS DIRECTION

We help our clients ask the "right" questions around governance, leadership, and growth. Developing a direction-driven organization takes intentional planning and continued focus to achieve. A few of ways we help include:

- Assessing corporate health, viability, and governance
- Defining mission, vision, and core values
- Developing a clear organizational structure
- Evaluating leadership clarity
- Defining relational clarity

We ask the following questions to help our clients align direction:

- WHY was the company created?
- WHAT are you doing with what you have been given?
- HOW are you building a business bigger than you?
- WHO is being developed to replace you?

ENHANCING CORPORATE VALUE

We work with our clients to create a custom business strategy around their corporate vision. We have various strategic and financial consulting offerings to enhance the company's enterprise value and grow its market influence, such as:

- Researching and analyzing market/competitive intelligence
- Analyzing historical and current financial trends
- Evaluating current and deferred capital expenditures
- Refining working capital requirements
- Modeling financial scenarios to include financing, transaction, and business interruption
- Developing or reorganizing business lines/divisions
- Leading through critical periods of uncertainty or crisis
- Cultivating healthy leadership teams
- Implementing and facilitating corporate governance
- Communicating with internal and external shareholders

We ask the following questions to help our clients enhance value:

- Are your people THRIVING?
- Are you focusing on MARKET IMPACT?
- Are you mitigating RISKS?
- Are you focusing on STRATEGIC ADVANTAGE?

Business Consulting

PRESERVING LEGACY

We assist our clients with internal and external transitions during periods of significant change at some of the most sensitive times in their business life.

For internal transition plans, we often provide the following succession services:

- Developing collective corporate objectives for the future
- Preparing financial forecasts to determine the viability of an internal transfer
- Conducting continuity planning
- Preparing and equipping next generation family members (or key leaders)
- Aligning the interests of key stakeholders
- Coordinating corporate and personal legal documents

For external transition plans, our M&A advice can include:

- Resolving partnership disputes
- Advising leadership on transaction options
- Facilitating sell-side marketing
- Evaluating and negotiating third-party offers and private company investments
- Assisting with buy-side due diligence
- Negotiating definitive agreements
- Facilitating final closing process

We ask the following questions to help preserve legacy:

- What happens IF …?
- What happens WHEN …?

What Makes Us Distinct

OUR UNCOMMON PERSPECTIVE

We believe that principled wisdom and sound stewardship principles can be practically applied to build, sustain, and grow healthy, valuable companies.

OUR HOLISTIC APPROACH

Ronald Blue Trust's significant experience with business enterprises and the often-accompanying unique needs of the family allow us to handle the complexity involved in these situations with a fully integrated team approach.

OUR STEWARDSHIP FOCUS

Many business owners desire to be generous in and through their business but are often limited through their cash donations. We work with business owners to create strategies to be generous with both the financial and relational capital (e.g., employees, clients, vendors, and community influence) with which they have been entrusted, which furthers their ability to be good stewards.

OUR CORPORATE ADVISORY EXPERIENCE

The Ronald Blue Trust consulting team members have been hand-selected based on their expertise in working with family-owned and other closely held businesses in the middle market. Our advisors collectively have more than eighty years' experience working across multiple industry sectors and all stages of a company's life cycle.

for more information visit:

RONBLUE.COM/CLIENT-DIVISIONS/BUSINESS-CONSULTING

Ronald Blue Trust advisors apply biblical wisdom and technical expertise to help clients make wise financial decisions to experience clarity and confidence and leave a lasting legacy. With nearly $13 billion in assets under advisement and a nationwide network of 16 offices, we offer comprehensive financial services and objective advice to more than 9,500 clients across the wealth spectrum in all 50 states. (as of 12/31/22 and subject to change)

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