STRATEGIC LEADERSHIP ADVISORY

DAK
THE MID-MARKET, MAXIMIZED

Driving Value, Performance, & Results

Helping business owners build stronger companies today while creating more value for tomorrow.

You're the expert when it comes to your business.
But every successful business eventually reaches a point where new questions have to be answered.

Whether your goal is taking the business to the next level, achieving more ambitious growth objectives, strengthening your leadership team, or maximize value for a future succession or sale, the decisions you make today will shape the opportunities available tomorrow.

STRONGER PERFORMANCE
Improve operations, leadership and profitability.

GREATER FLEXIBILITY
Build a business that adapts and creates more options for the future.

MAXIMIZE VALUE
Strengthen the drivers that sophisticated buyers and investors value most.

Is Your Business Ready For What's Next?

- Your business depends too heavily on you as the owner or founder?
- Scaling up requires leadership, systems or infrastructure you don't yet have?
- You know your next chapter is coming but aren't sure how to position your business to achieve its full value?
- Revenue growth has plateaued, margins are under pressure?
- You've received unsolicited interest but aren't sure how to respond?

Identify the Issues Before They Become Obstacles

One of the greatest advantages a business owner can have is time.
Our Strategic Leadership Advisory Team conducts a comprehensive assessment of every aspect of your business—including leadership, operations, financial performance, organizational structure, customer relationships, systems and processes—to identify the issues that may be limiting growth, profitability, scalability and company value.

> **We evaluate every aspect of your business through many of the same lenses a sophisticated buyer or investor will use during due diligence.**

By uncovering potential issues years before a transaction or ownership transition, you have time to make meaningful improvements that simply can't be accomplished once a business is already on the market.

From Assessment to Action

Unlike many advisors who stop with recommendations, **DAK Group's Strategic Leadership Advisory Team** remains actively involved, working alongside business owners and their leadership teams to prioritize initiatives, implement meaningful improvements and measure progress over time.

ALIGN AROUND STRATEGIC OBJECTIVES
Focus the organization on what matters most.

STRENGTHEN LEADERSHIP
Build a capable, aligned leadership team that drives results.

IMPROVE OPERATIONAL PERFORMANCE
Enhance systems, processes and efficiency to increase profitability.

POSITION FOR SUSTAINABLE GROWTH
Build a business that is scalable, transferable and ready for what's next.

Some issues can be eliminated entirely. Others can be mitigated. Either way, you're building a stronger company while preserving more options for the future.

Why Business Owners Choose DAK

- Trusted advisor to middle-market business owners since 1984
- 800+ successful engagements worldwide
- Senior-level attention from start to finish
- Long-term partner-from assessment through execution

REQUEST YOUR COMPLIMENTARY STRATEGIC LEADERSHIP REVIEW

A confidential conversation to explore what's holding your business back and how we can help you build a stronger, more valuable company for the future.

Contact Steve Oatway, Principal
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+1 609.937.9545

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A Proven Process for Building a More Valuable Business

Every engagement begins with a comprehensive assessment of your business to identify what's driving performance—and what's holding it back. From there, we develop a practical roadmap to strengthen leadership, improve execution and build long-term value.

Whether your goal is accelerating growth, preparing for succession, bringing on an investor or maximizing value in a future sale, the work is the same: build a stronger business first.

THE DAK STRATEGIC LEADERSHIP ADVISORY PROCESS

PHASE 01 BUSINESS READINESS ASSESSMENT

We conduct a comprehensive assessment of your business to identify opportunities for improvement, uncover risks and evaluate the factors that influence growth, profitability and long-term value.

OUR ASSESSMENT INCLUDES:

- Evaluate owner dependency risk in your business
- Assess leadership bench strength and organizational gaps
- Conduct a SWOT Analysis *(Strengths, Weaknesses, Opportunities, & Threats)*
- Identify business readiness gaps that could impact growth or future value
- Clarify your personal goals, including growth objectives, succession plans, exit timeline and post-transition role

PHASE 02 STRATEGIC PLANNING

Together, we develop a practical action plan with measurable priorities, leadership alignment and clear performance metrics that move the business toward its long-term objectives.

KEY INITIATIVES MAY INCLUDE:

- Define Vision, Purpose and Values aligned with your business strategy
- Develop measurable KPIs and management dashboards
- Align compensation and incentive programs with company objectives
- Evaluate acquisition opportunities, strategic partnerships and transition options, including sale or succession

PHASE 03 PARTNERS IN EXECUTION

Recommendations alone don't create results. We stay engaged, working alongside you and your leadership team to implement the plan, build accountability and measure progress over time.

EXECUTION MAY INCLUDE:

- Establish a culture of accountability and execution
- Facilitate structured leadership meetings and operating cadence
- Reduce founder dependence and strengthen management depth
- Assist with key leadership hires, if needed
- Measure results, refine priorities and course-correct as the business evolves

YOUR RESULT

After completing the Strategic Leadership Advisory process, Business owners are positioned with:

- **Greater enterprise value and more strategic options**
- **A business that is ready for growth, investment, succession or a future sale**
- Stronger leadership and organizational alignment
- Improved operational performance and accountability
- Better quality of earnings and more predictable growth
- Reduced owner dependence and increased transferability

Build Your Business to Last Forever But Be Ready to Sell It Tomorrow.

That philosophy has guided The DAK Group for more than 40 years. Our Strategic Leadership Advisory program helps business owners build stronger, more valuable companies by addressing the issues that matter most—long before they become obstacles.

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