



The R-Factor Question

Name:

Date:

If we were meeting here again three years from today and you were looking back, what would have to have happened in order for you to be completely satisfied with your amount of progress?

What has to occur for you to be satisfied with Your Progress?

1

2

3



The Discovery Process

Dangers	
Cash Flow Shortfalls	Procrastination &/or Difficulty making Decisions
Losses in Business	Volatility of Prices received
Losing Control	Loss of Financing Sources
Lack of Focus	Large Cost Increases on Inputs
Lack of Succession Planning	Loss of Key Personnel

Top 3 Dangers	Goal - 1 year from Now!
1	
2	
3	



The Discovery Process

Opportunities	
Vertical Integration (processing)	Growth of business via acquisitions
Future Expansion Plans	Next generation opportunities
Potential Relocation	Business exit options
Change of Operation (grapes/trees)	New Enterprise(s)
Refinancing Opportunities	Options to Diversify

Top 3 Opportunities	Goal - 1 year from Now!
1	
2	
3	



The Discovery Process

Strengths	
Industry Experience	Strong Succession Plan
Financial Strength	Goals for the Future
Positive Vendor Relationships	Sound Health
Solid Lender Relationships	Solid Cost Controls in Place
Strong Business Growth	Surrounded by a Strong Team

Top 3 Strengths	Goal - 1 year from Now!
1	
2	
3	