

Transforming Finance: Principle-Based Organizational Structure

Supplemental Analysis



Sterling Concord Partners



DONOVAN & WATKINS



BG STAFFING, INC.

Friday, October 20th, 2017

Marriott, Houston, Texas

Introduction of Sterling Concord Partners

Sterling Concord Partners is a
Boutique Investment Bank

- ✓ Mergers & Acquisitions
- ✓ Mid-Market Focused, client revenues
between \$25MM to \$150MM
- ✓ Multi-Industry Coverage

Focus on Sell-Side Transactions

- ✓ Relationships with Fortune 500 and Fortune
1000 Strategic purchasers, and numerous
Financial investors including Private Equity,
Family Offices both domestically and
internationally



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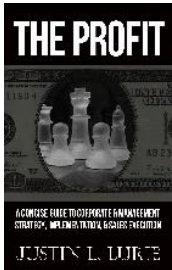
Author: *The Profit, Concise Guide to Corporate & Management Strategy*

American Petroleum Institute, Houston, (API) *Board of Directors*

Partner, Sterling Concord Partners

Master of International Business - University of Sydney, Australia

Bachelor of Arts - University of Michigan, Ann Arbor & Richmond College, London, England



Today's Outline

INTRO

Part A

Decision
Making

Part B

Motivation

Part C

Management
Skill

Part D

Management
Process

Part E

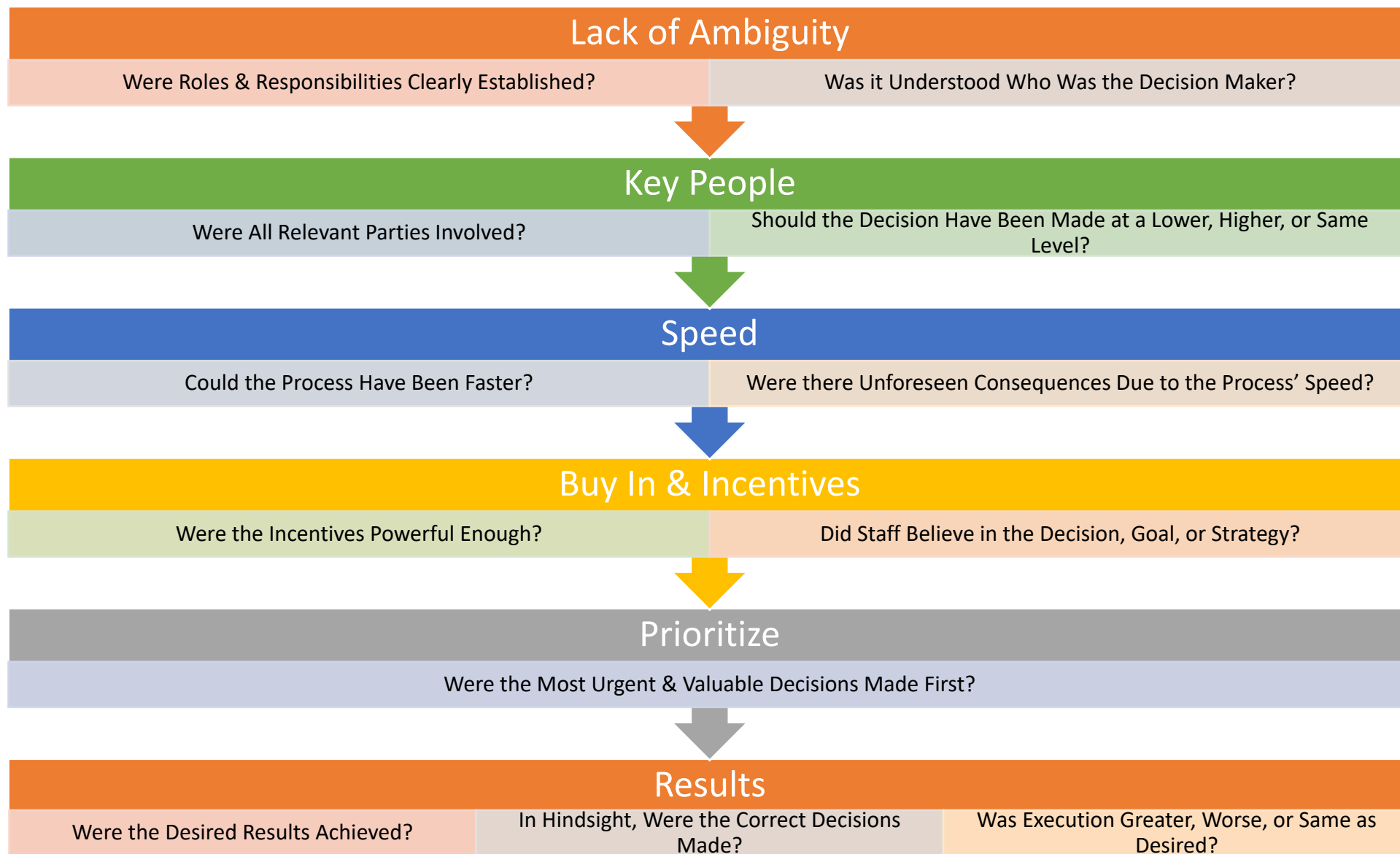
Implementation



Essentials of Decision Making



Framework to Evaluate Previous Decision Making Processes



Motivational Tools

Management Recognition

- Travel
- Awards
- Prizes & Gifts

Perks

- Extra Days Off
- Work From Home
- Flexibility

Increased Responsibility

- Larger Territories
- More Empowerment
- Supervisory Role
- Larger Customers

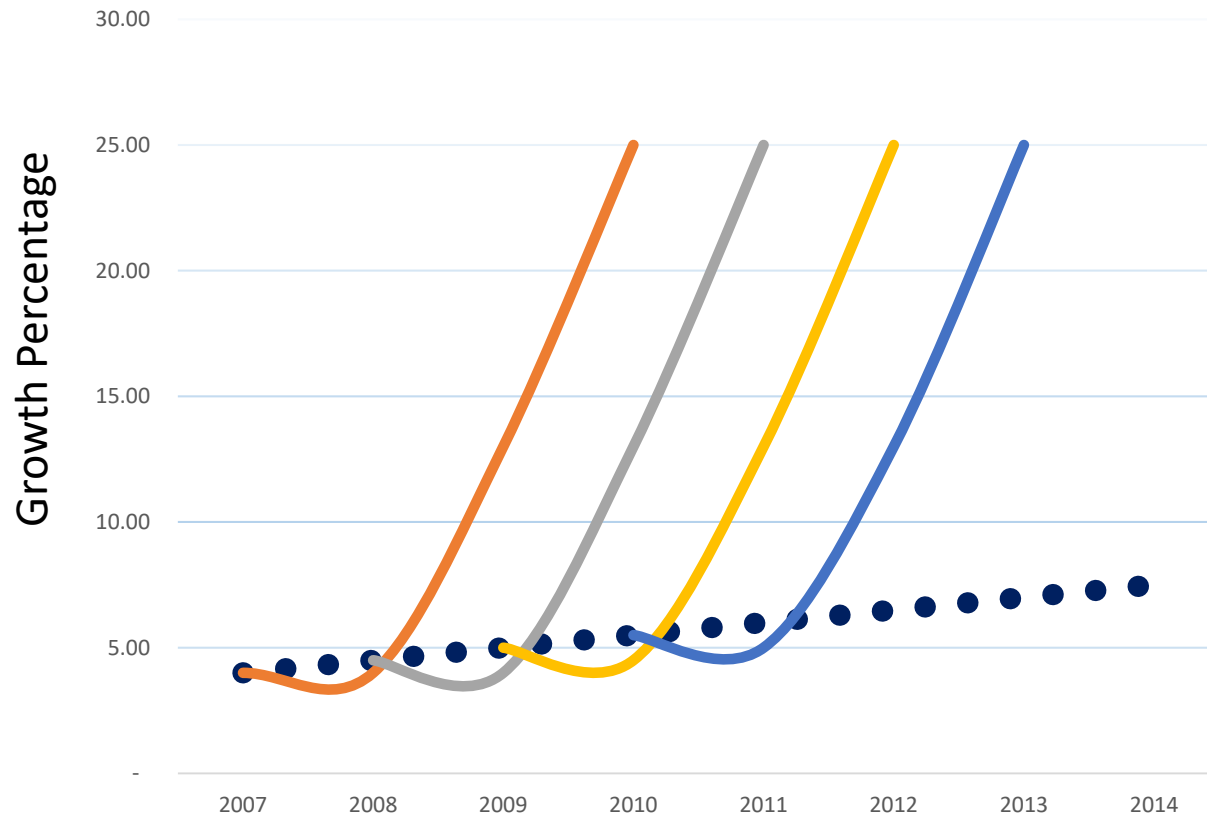
Advancement

- Job Title
- Promotion



Reducing Risk: Projecting Reality

Actual vs Projected Performance



- Hockey Stick Wishful Thinking
- 15% of companies re-review their projections
- What is your 'batting average'?
- How can you trust future performance if projections are meaningless?
- **Poor display of management skills & strategy**



Is the Business Process
Effective without You?

What is the Buyer really purchasing?

Are the written procedures effective?

Will the key customers remain?

How will employees and customers be effected by your exit?

Employee agreements, benefits, political hierarchy
Preferred customers, written customer contracts,
relationships



The Management Holds the Key to Value

Does management make independent and correct decisions?

Are they empowered to do so?

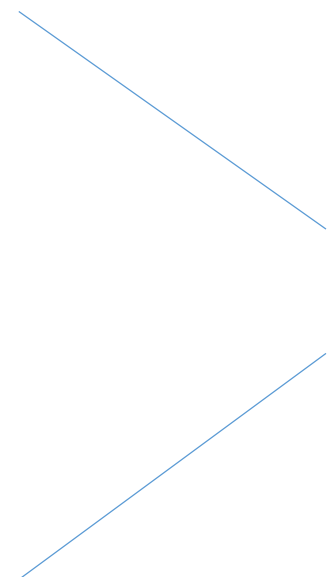
The more the current owner is involved, the less the company is worth



Implementation Sharing Process



Implementation Scorecard





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Thank You for Listening

Thank You to our friends at  DONOVAN & WATKINS

