



# Chris Vanderzyden

Educational Speaker • Best-Selling Author  
Harvard Lecturer • Exit Planning Advisor



## A Strategic Exit Plan

Chris Vanderzyden is an educational speaker focused on guiding privately held business owners to create and execute a business exit strategy that will maximize return on investment and preserve their wealth.

Watch Chris Vanderzyden in action!



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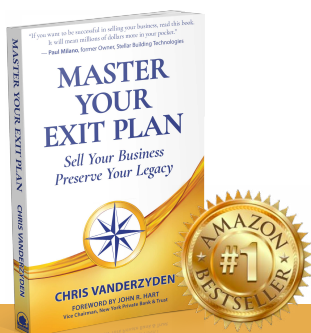
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## Signature Topics:

- **Optimize Your Business for a More Lucrative Deal:** How owners can effectively drive business value now for a future sale.
- **The Master Exit Planning Process:** How to ensure the successful sale of your business.
- **Who Will Be the Next Owner of Your Business?:** Explore the options to exit your business.

“Chris is the real deal — she walks her talk, she’s got the goods, and she energetically delivers. Saddle up and take a ride if you are looking to inspire and educate your audience.”

— Jeffrey Hayzlett, Bestselling Author and Host of *C-Suite with Jeffrey Hayzlett* on Bloomberg Television



Chris Vanderzyden, CPA, CVGA, is a founding principal with Legacy Partners, an author and guest lecture for Harvard's MBA program. She speaks globally for associations, investment advisors, insurance providers, and educational institutions.

As seen in:

Forbes

INC

CEO World

FOX NEWS

RealLeaders™

## Key Topics And Outcomes

### **OPTIMIZE YOUR BUSINESS FOR A MORE LUCRATIVE DEAL: How to effectively drive business value.**

Business owners are so busy working in their business they never take the time to work on their business, which often results in an exit that does not meet the owner's financial objectives. Successful entrepreneurs are cognizant of buyers' value criteria and create and execute a growth strategy that increases transferable value so they are successful upon exit. Join Chris and learn:

- The mergers & acquisitions valuation process – it's not just about the numbers
- How to evaluate the eight drivers that increase value and attract buyers
- How to protect your intangible assets

### **THE MASTER EXIT PLANNING PROCESS: How to ensure the successful sale of your business.**

The majority of businesses brought to market never sell resulting in diminished wealth for owners. Why are the minority successful? They engage in proper planning well in advance of their exit. Best-selling author of Master Your Exit Plan, Chris Vanderzyden, draws on her success as an exit planning advisor who specializes in mergers and acquisitions and her years of teaching Harvard University's graduate course on entrepreneurship, to share her exit planning process. Join her as she educates and empowers business owners with the necessary information to take decisive action that will ensure they exit with ease. You'll learn:

- The 6-step Master Exit Planning™ process to ensure the successful transition into your next chapter post-ownership
- The professional mergers & acquisitions process to sell for the highest price and best terms
- How to discern when the time is right to sell your business

### **WHO WILL BE THE NEXT OWNER OF YOUR BUSINESS?: Explore the options to exit your business.**

The majority of an owner's wealth is tied up in their business and the various liquidity options are confusing. Identifying which option will meet an owner's business, personal, and financial objectives is critical to a successful transition. Join Chris and learn:

- The pros and cons of the six primary exit strategies
- How to assess which option meets your needs
- Creative strategies to combine the options

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"Chris has been a repeat guest lecturer to our Harvard University graduate management course on entrepreneurship. Too often aspiring entrepreneurs are consumed with product/service development and revenue growth at the expense of building a sellable business. Chris offers valuable insights and guidance to plan early for an owner's exit which is too often an afterthought for business leaders. We hope Chris will return to Harvard every year."

—James C. Fitchett, Professor Harvard University

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"Chris's exit planning presentation provides invaluable information for business owners who are preparing to protect and extract the wealth from their privately held business. She is a dynamic presenter able to deliver her points in a simple, but thorough way."

—Neil H. Livingston, PhD Wraith Technologies

⌵ Watch Chris on Fox News!



## Top 5 Reasons to Have Chris Speak at Your Event:

### 5. Authentic

As a successful entrepreneur, Chris has owned and sold several businesses. She understands the pain points of business ownership and the perceived complication of a forthcoming exit. Each presentation is customized to your audience's specific needs.

### 4. Engaging

Chris's delivery is high-energy. She intertwines case studies into her talks - driving points home in a meaningful way.

### 3. Valuable

Chris distills high-level concepts into easily understood actionable steps that could literally put millions of dollars in your attendees pockets when they sell.

### 2. Empathetic

Chris understands the fear that business owners feel as they approach their impending exit and delivers information that will bring clarity to the audience.

### 1. Professional

Chris has the experience to handle the unexpected from mic static to power outages with grace and ease. She has even paced her speech for interpreters. From small business conferences to speaking in front of thousands, Chris has delivered unforgettable, educational and engaging keynote presentations time and again.

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## Schedule Chris to Speak

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