

HOW LEADERSHIP
COACHING WILL
HELP YOUR
AGENCY
SUCCESSOR
BECOME A GREAT
LEADER



**STRATEGIES, RESOURCES & INTELLIGENCE
TO HELP YOU AND THE AGENCY THRIVE**

Who will be your successor? Is she, or he, able to lead?



You've worked so hard to build an agency. Yet, maybe it's time to capitalize on your life's work. Selling can secure your future so you can move on to new adventures. But exactly *to whom* will you sell? How can you be sure she or he will be an effective leader? And, will the staff choose to follow this person?

You want the agency and your people to thrive after you're gone. Well, that depends on a successful transfer of leadership. Most of the sale price will come from agency operations. So, if your successor fails, your price won't be paid. Also, if your successor leaves mid-way though, you may get pulled back into the business. So, early on, you must identify the *ideal* person for the job.

Most owners look to sell to someone in senior management—a go-to, proven "Lieutenant Colonel". Maybe you have a supremely talented person who excels at marketing, advertising, PR or integrated communications. Ideally, this person has grown your business by expanding client budgets, landing new accounts, or cultivating new services. **However, that is not enough to guarantee your maximum sale price—and the future of your agency.**

Critical skills are required to lead an agency to greatness

Agency leadership requires more than just producing excellent communications campaigns and maintaining strong client relationships. So, you must find that one special person who is best prepared to lead your firm's #1 resource: its people.



PROSPER GROUP'S TOP THREE, VITAL LEADERSHIP SKILLS:

1) The ability to build trust with followers. The troops will choose to follow whomever they wish regardless of title. And they only follow those they trust.

2) The talent to motivate and inspire people. Followers will follow those who inspire them. No inspiration? No followers. No followers? No leadership.

3) The confidence to display courage. Bravery attracts followers like metal to a magnet. So the team must hear: "I'll get us through these rough waters".

And, they must believe the leader will do so.

Even more leadership skills that are incredibly valuable

We've conducted many interviews with a variety of agency leaders who are valued Prosper Group clients. A clear majority reports there are four additional skills that help define leadership success:

1) The talent to articulate values: People follow leaders with whom they share some core values. Effective leaders simply and eloquently articulate, share, reiterate, and reinforce those values.

2) The gift of sharing the vision: A true leader shares what's next. What we can become together. And how we will get there, Plus, leaders identify each person's role in achieving this grand vision.

3) The ability to empower others: Can your leader articulate what must be done to succeed? Can she or he identify the goal, empower followers on how to get there, and then get out of their way?

4) The skill to display empathy: Most people give back what they receive. Will your future leader be respectful of team members? Do they treat others the same way they wish to be treated? Can they listen to truly understand?

Q: Does your chosen successor have, and consistently, display, the leadership skills we've outlined so far?

If the answer is yes, consider yourself highly fortunate. You are in a small minority—and you must capitalize on that special person now.

How Prosper Group will help your successor become a highly effective leader

Like most owners, you may be realizing that your future leader has only a few of the skills we've discussed so far. Or, you may be deeply concerned that this person may need to enhance these skills before taking the reins of your firm.



Our team will cultivate effective leadership by:

- **Assessing** the followers' perceptions of your candidate's leadership & communication skills
- **Showing** your chosen successor how those perceptions may interfere with leadership success
- **Identifying** gaps between her or his actions and values, which limit bold, authentic leadership
- **Providing** an objective, outside perspective on your top candidate's "Leadership SWOT"
- **Understanding** what exactly is preventing this person from achieving effective leadership
- **Transforming** problematic behaviors to help your successor become a consistently great leader

The tremendous value of leadership coaching for your successor and firm

#1: You will know you chose the right person:

The best time to build your successor's leadership skills is before the sale. You don't want your people wondering if this person truly has "it". So, use the transition period to build skills and overcome deficits we may discover.

#2: You'll fast track a candidate's ability to lead:

Our coaching expertise will help your successor be much more effective—much sooner. The transition will go smoother. And, It will minimize drama so your staff can stay focused and feel confident about the firm's future.

#3: You'll insure long-term agency success:

You want your successor to actually succeed. Done right, we can build on the legacy and reputation of the firm you've worked so hard to build. Then, the staff can maximize their talents and the agency can achieve greatness.

#4: You'll ensure a maximum sale price:

Most internal agency sales tend to last several years. Choosing the right successor will help protect the agreed upon sales price. So, If your heir apparent is successful, the firm will be more profitable, and you'll be more likely to receive the agreed upon price. So, let's maximize all the years of hard work and sweat you've invested.



Let's Connect

Prosper Group can help you unleash the power of leadership—in you, your agency successor, and your people. Our experienced and certified coach, [Ken Jacobs](#), would be happy to speak with you to explore how leadership coaching can help you and your senior managers become highly effective leaders. Simply call now for a [complimentary consultation](#).

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ABOUT PROSPER GROUP

Our team has the experience to grow your agency and maximize its value. Each partner here has owned, managed and bought / sold a successful agency. So, we understand the challenges you're facing. Together, we can solve your most pressing problems. Propel agency performance. Knock down the barriers to growth. And help your agency become a more valuable asset. Then, you'll have more viable options later on to capitalize on your life's work.

After all, your firm is a means to an end. Improving and selling it for a premium price is the key to securing your future. Yet, unlike many M&A firms, we won't rush you into a sale. We'll carefully consider your financial goals and personal needs. Then, we'll map out the best path for *you*. We hope that we can become your partners for prosperity.