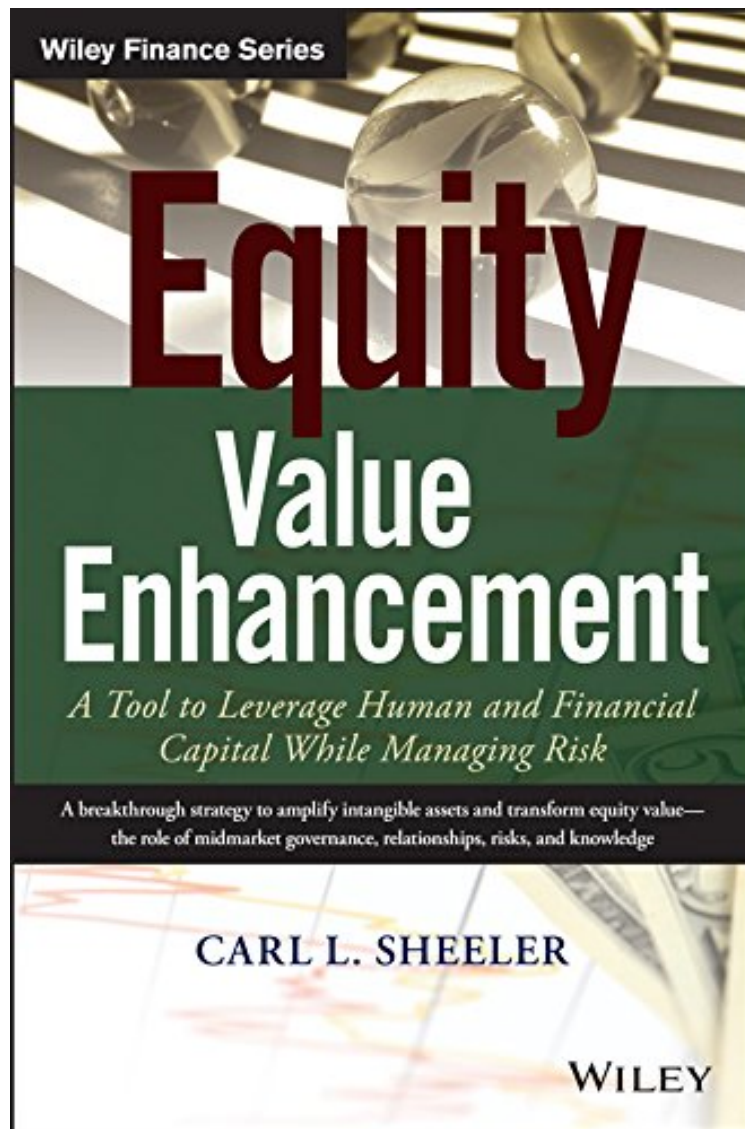


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Equity Value Enhancement: A Tool to Leverage Human and Financial Capital While Managing Risk (Wiley Finance)

Carl L. Sheeler

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Carl L. Sheeler : Equity Value Enhancement: A Tool to Leverage Human and Financial Capital While Managing Risk (Wiley Finance) before purchasing it in order to gage whether or not it would be worth my time, and all praised Equity Value Enhancement: A Tool to Leverage Human and Financial Capital While Managing Risk (Wiley Finance):

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CPA, Carl's claim that the business valuation should create value instead of merely being a piece of paper to be stuffed in a folder resonates deeply. In an easy manner that pulls no punches, he challenges CPAs, attorneys, and investment bankers to be the trusted advisors our clients want and need. Great read!
0 of 0 people found the following review helpful. Five Stars
By Jack Clark
A good read.
1 of 1 people found the following review helpful. A must-have resource for progressive BV practitioners and those investigating value added services
By L. Masten
Carl Sheeler has shown an unyielding dedication to the betterment of the profession of valuation and the advisory services sector through presentations, articles, and papers. He consistently provides resources and sage guidance to practitioners and he does not disappoint with this latest endeavor. Equity Value Enhancement is a valuable guide for valuation analysts and business consultants alike. It is no longer enough to simply be technically proficient or above average. There is a plethora of published guidance on the topic of selling professional services and how to succeed as a services professional in a growing sea of "professionals". However, Carl's unique and holistic approach to the value-add concept is one that cannot be ignored. At a time when valuation opportunities are becoming more and more commoditized, Carl provides a beacon for service professionals to follow. He identifies a path through the shifting sands of fee negotiations and the hard-core sale of services, as well as outlines the value drivers and best practices in value-added professional services where intangible assets are of primary concern. He provides real solutions for meeting and exceeding the needs and expectations of potential clients as well as their other professional advisors. I can already see that Equity Value Enhancement will become a must-have resource for any practitioner involved in the valuation and business consulting services area.

A detailed look at risk identification and value creation in private equity investment
Equity Value Enhancement ("EVE"): Governance, Risk, Relationships Knowledge ("GRRK") provides the information and tools practitioners and business owners need to work with the multitude of intangibles ("GRRK") in equity investment decisions. The author engages readers with an insightful and brief claim: "Values are more than numbers." He then provides support for just how important human capital is to the value creation paradox. He doesn't stop there because ideas without definitive actions don't promote transformation. He further challenges the reader with: "If you don't think outside of the box, you're doomed to live in the box." A user-friendly manual chock full of vignettes, suggestions and pithy commentary EVE is a must read for owners, officers, boards and advisors to derive understanding of business value drivers. This book teaches the reader how to conduct more intangible asset due diligence as well as what decisions and behaviors impact value. With more effective methods of risk identification, measurement, management, and mitigation ("IMMM"), trusted advisors and owners can establish a "working on the business" strategy to prioritize issues impacting a company's intangible assets — assets which almost inevitably create the largest component of value in flourishing companies. This focus also serves to reduce risk while leveraging human capital and operational effectiveness. This book challenges users of value enhancement and valuation services to demand greater intellectual rigor to best serve owners/investors of the United States' economic engine — the midmarket company. Therefore, readers are challenged to look beyond the common metrics and numbers. They are admonished to rely less on formulaic approaches and on software that can generate spurious opinions. The reader is called to action by the author, a US Marine Combat Officer veteran, to lead the change: "You burn the boats if you want to be sure you succeed taking the island." Trillions of dollars of private equity are changing hands as Baby Boomer owners and investors seek greater liquidity and legacies while investors seek higher returns from direct investment in private companies. This book provides risk and human capital guidance removing some of the guesswork on valuation and value creation. Provide better evidence of value equity discounts Identify and quantify risk and provide tools to manage it Inform better business management and investment decisions Create a more comprehensive valuation for equity investments Roadmap and strategy for enhancement of going concern value Governance, Risk and Compliance ("GRC") management are hot topics in today's economic environment. The familiar financial metrics may not be providing adequate indications of value creation — the core principle of most shareholder investment expectation. To identify risk and work with it effectively, practitioners need an in-depth understanding of the forces at play. Equity Value Enhancement is a detailed, insightful guide for making better equity decisions. Finally, the author puts his passion front and center by offering the reader the opportunity to invest in the human capital this book addresses by encouraging support of military veteran's with combat PTSD so they may be productive citizens with the leadership and business skills provided by our country's "Greatest Generation."

From the Inside Flap
The author can't turn lead into gold or guarantee unicorns for every business; however, he answers these questions: Why are affluent entrepreneurs able to get richer through concentrated risk? How do entrepreneurs ensure no money is left on the table? How do advisors assist owners weighing gratification versus growth options? And how do advisors optimize their relationships with business owners and each other? Equity Value Enhancement fills a critical knowledge gap for professional advisors and multigenerational entrepreneurial families who know there's more to a company than revenues and profits. There's no better time for this practical guide than now — when a single perspective cannot adequately create, sustain, and enhance concentrated wealth. Based on

more than a thousand engagements with mid-market to small-cap public companies, the author's hard-earned wisdom demonstrates simple wealth preservation strategies are often losing ones. Only through governance, relationships, risks, and knowledge can one become a "strategic-value architect" who measures, manages, and maximizes the intangible assets of a company while leveraging and aligning human and financial capital. When you read Equity Value Enhancement, you will differentiate between valuation and value creation skillsets. You will understand how to identify the most common risks impacting price multiples and access expert insight into: How operating within a purposeful and collaborative framework of relationships and connections creates professional value beyond technical know-how and fee-for-service mindsets The business appraiser's insider tips for spotting a good one and the pitfalls of overlooking the importance of this key player The role strategy and culture plays in governance and a proven approach to measuring, and mastery of governance's influence on value The healthy ways key advisors and stakeholders can evolve into champions and stewards of value creation The top risks (and opportunities) that are hard to measure but are greatly influenced by human and financial capital In addition to the illustrative examples in every chapter, the book has four eye-opening vignettes that connect the dots to reveal how the covered concepts come together and play out in the real world. Equity Value Enhancement is the must-have-at-your-fingertips reference guide for ensuring advisors and their wealthy clients share a vision and are able to make a measurable contribution to the family's success and significance from liquidity to legacy.

From the Back Cover Praise for Equity Value Enhancement

"The foundations of wealth creation and preservation are not as well understood as one might think. It takes special wisdom and a keen grasp of risks and opportunities to master value creation. Dr. Carl Sheeler combines both an analytic knowledge and practical wisdom in Equity Value Enhancement. Carl is able to help advisors and owners avoid the trap of knowing 'the price of everything and the value of nothing' (to quote Oscar Wilde). Carl demonstrates a holistic approach to reflect how financial and human capital, when yoked together, yield uncommon results. A welcome read." — David Teece, PhD, Chairman and Principal Executive Officer, Berkeley Research Group, LLC

"Equity Value Enhancement represents a distinctive view of valuation presented within a tight, comprehensive context relevant to executives, professional advisors, and business owners that want 'to lead the herd.' In this book, Dr. Carl Sheeler demonstrates his many years of experience and high-level technical expertise reflecting strong quantitative grounding, precision of thought, and high-level insights into risk management and value creation. This highly readable resource reflects a deep understanding of the marketplace and discusses pragmatic approaches to enhancing value and building win-win relationships. This is a must-read for those who truly want to excel and make a difference." — Thomas J. Handler, JD, PC, Managing Partner, Chairman, Advanced Planning Family Office Practice Group, Handler Thayer, LLP, Attorneys and Counselors at Law

"At a time when valuation opportunities are becoming more and more commoditized, Carl provides a beacon for service professionals to follow. He identifies a path through the shifting sands of fee negotiations and the hard-core sale of services, as well as outlines the value drivers and best practices in value-added professional services where intangible assets are of primary concern. He provides real solutions for meeting and exceeding the needs and expectations of potential clients as well as their other professional advisors. I can already see that Equity Value Enhancement will become a must-have resource for any practitioner involved in the valuation and business consulting services area." — Lari B. Masten, MSA, CPA/ABV/CFF, CVA, ABAR, MAFF, Founder and Managing Director, Masten Valuation, LLC, Denver CO

"One of Mr. Sheeler's objectives in Equity Value Enhancement is to challenge appraisers to think differently about their purpose, actions, and outcomes. He integrates several schools of thought in the process, from technical concepts to a more holistic focus on serving in a 'trusted advisor' capacity. It is evident in the specificity of his content — born from decades of experience and thousands of projects — that he has, in fact, achieved this objective. This book is a compelling wake-up call for our profession." — Brent Uken, CFA, ASA, Principal, Transaction Advisory Services, Ernst Young

"Why do innovative companies fail to meet their growth objectives? How do generations of equity vanish from successful family businesses? Why do so many acquisitions fail to create the value outlined in the terms of the plan? With Equity Value Enhancement Carl Sheeler has provided a much needed, holistic perspective on risk mitigation, and value growth and preservation. Sheeler's techniques are astute both emotionally and financially. Equity Value Enhancement is as compelling and enlightening as it is authoritative." — Bill Williams, Regional Sales Manager, U.S. Service Provider, Cisco Systems

About the Author CARL L. SHEELER, PhD, ASA, is the managing director and global group leader of family office and business strategies at Berkeley Research Group, LLC — a 900+ staff global business litigation and advisory services firm. He is also the founder of Business Valuations, Ltd./Allison Appraisals Assessments, Inc. and co-founder of Privatus CISO Services, LLC. He has performed more than 1,200 high-profile litigation, valuation, and restructuring engagements from midmarket to national companies. He has testified more than 170 times on matters ranging from IRS taxpayer to shareholder disputes and assisted hundreds of clients on the measurement, creation, management, and defense of more than \$50 billion in values. Carl is also a Manager of the Two Bears Ranch, LLC, formed to receive the proceeds from the sale of this book which will be used to serve combat PTSD veterans and at-risk horses and dogs. They will be healed through equine and canine therapy. Donations, grants, and ranch operation revenues will also subsidize this cause. If interested, contact Carl at his website

at www.carlsheeler.com or www.twobearsranch.com.