

What is an Ascension Day?

A one-day workshop run by Green Square to help shareholders and management identify key actions to improve the performance and value of their business. It is a very effective way to formulate a plan to drive the next stage of a company's development and maximise value.

Why should we consider it?

An Ascension Day is an important enabler for any business that wants to put in place a strategy to realise value from a sale in due course. Clients use Ascension Days to kick-start strategic planning, define short term actions to enable growth and focus the mind on the attributes acquirers look for when making an acquisition.

What does it entail?

Specific, relevant information is requested in advance and this is reviewed in depth prior to the workshop taking place. The workshop compares information submitted and discussions during the day against the seven key attributes acquirers focus on in assessing a business; Proposition, Market Positioning, Clients, Team, Financials, Growth Strategy and Stability. Shareholder aspirations (financial and non-financial) are also sought in order to formulate a timeline and the attributes a potential acquirer must bring. The output of the day is an agreed set of actions to enhance growth and business value.

Areas to review

Proposition & Positioning	Clients & Management Team	Growth Strategy & Financials
Is your proposition substantiated? Is it attractive to acquirers? What elements should you focus on? What would enhance it? Do you have IP? What sets you apart from your competitors?	Are your clients attractive to acquirers? How do you price? Is there any client over-dependency? Is your team aligned? Is your team correctly incentivised for sale? Is the culture positive?	How do your financial KPI's stack up against benchmarks? What is your growth strategy? How do you drive new business? What are the key risks to stability and ongoing business health?

Clients find Ascension Days to be a remarkable catalyst in terms of defining growth and value-enhancing actions, the external viewpoint being essential to understanding the issues that impact valuation. It is an immensely popular programme and has been a proven driver of value for our clients time and time again.

"Green Square are a class apart. Their professionalism, experience, advisory and negotiation skills are simply the best out there, plus they have the ability to make you smile as well"

James Wilkins, CEO, We Are Vista