D.T1.2.9

Preliminary business succession model

1. Contents

2. Introduction

2.1. Starting points

- The model is designed especially for small and medium-sized family businesses.
- The model was created for business owners with the respect to their professional point of view.
- The model tries to capture the most frequent ways used by the process of family business succession.
- The project model was partly inspired by the foreign models.
- The model is not just an illustrative scheme but a practical tool.
- The model can be used nonlinearly - some steps can be skipped and returned to them as needed.

2.2. Model description

In the beginning, the business owner (model user) answers a number of questions, after which an auto-evaluation shows a recommendation on which ways it is advisable to take. However, the user can choose, explore and view any of the other offered ways.

After opening it, the user will see the phases that need to be overcame for a successful handover. It is possible to pass through the phases out of sequence, because even in reality the owner solves a number of things at the same time or nonlinearly. Some of the phases may be as follows:

- Informational
- Analytical
- Concept and Intent
- Implementation

Further, each phase can be opened by the user who will see a set of questions that need to be read, solved, and answered. Questions may also include help on how to deal with the situation or advise on whom to discuss the issue. For each question, there is a checkbox that allows you to mark the question as fulfilled. This determines the progress or fulfillment state that is expressed graphically and numerically for each phase. Individual sets of questions should be set out as follows: some of the issues should be common to all partners and others should be tailored to the specifics of the country.

At given time and situation the model user has an overview of which of the phases he should focus on. Also, he has a sureness that has already gone through all the key questions.
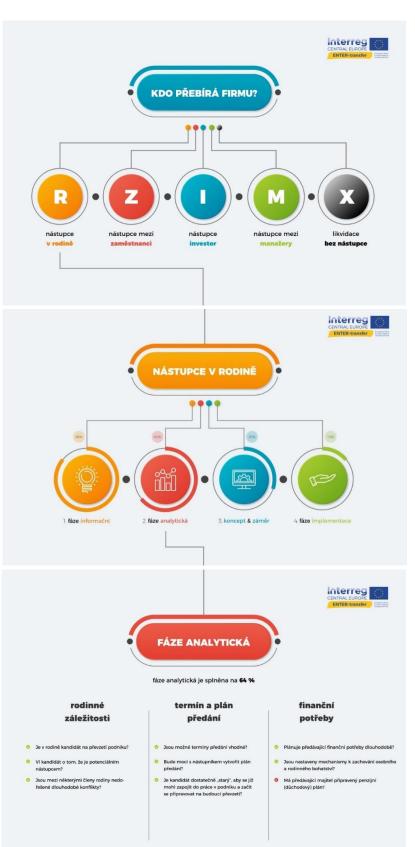
Notes for software creators:

- The user should be able to log in to the schema on the web page under a username and password to be able to return and continue later.
- The user should be able to print an overview of the process and the issues he/she has dealt and not dealt with yet.

3. Model

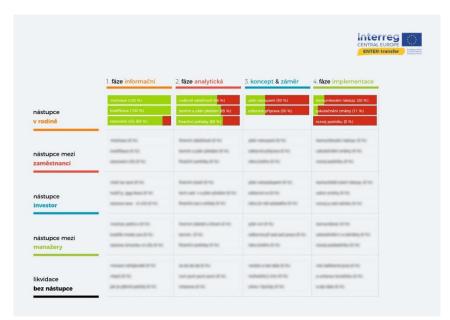*The user chooses one of the offered ways of handover.*

In this case, the user chose the handover successor in the family. This diagram shows the 4 phases that need to be passed for a successful handover.

Each phase contains a set of questions that need to be solved or answered. Depending on the extent to which the questions are met, the process round is completed.

For example, the analytical phase contains 9 questions. Depending on the level of fulfillment, the numerical and graphical indicators are fulfilled.

Another possible graphical representation of the procedure.

Graphic representation of the brand model (in the Czech language).