



# Planning your exit strategy

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# Mamasá

PRIVATE  ISLAND



# The beginning...

*“Whether success or failure, you  
need to move forward.”*

*The momentum is what is critical.”*

- Frederique Dame





❖ 6 clinics – in ACT and Sydney

❖ Team of over 65 people

- Nurses
- Doctors
- Medical Director
- Client Service Managers
- Support Team
  - CEO
  - Director
  - Regional Business Managers
  - Bookkeepers
  - Marketing Manager
  - Graphic Designer
  - Education Coordinator
  - Head of Nursing



# The exit...

November 2017 Clear Complexions Pty Ltd was acquired by ASX listed Vita Group Pty Ltd.

What is your  
motivation...



Prepare  
your  
business  
for your  
exit...

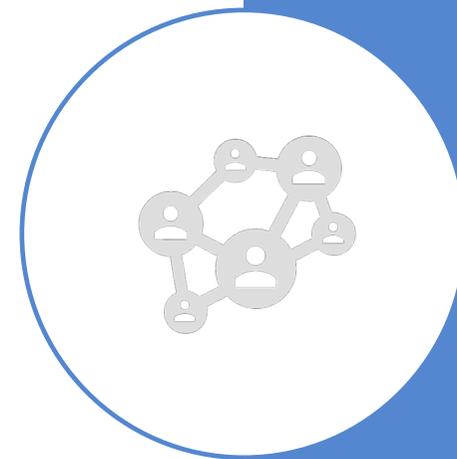
*“The meeting of preparation and opportunity generates the offspring we call luck”*

*-Tony Robbins*

# Brand

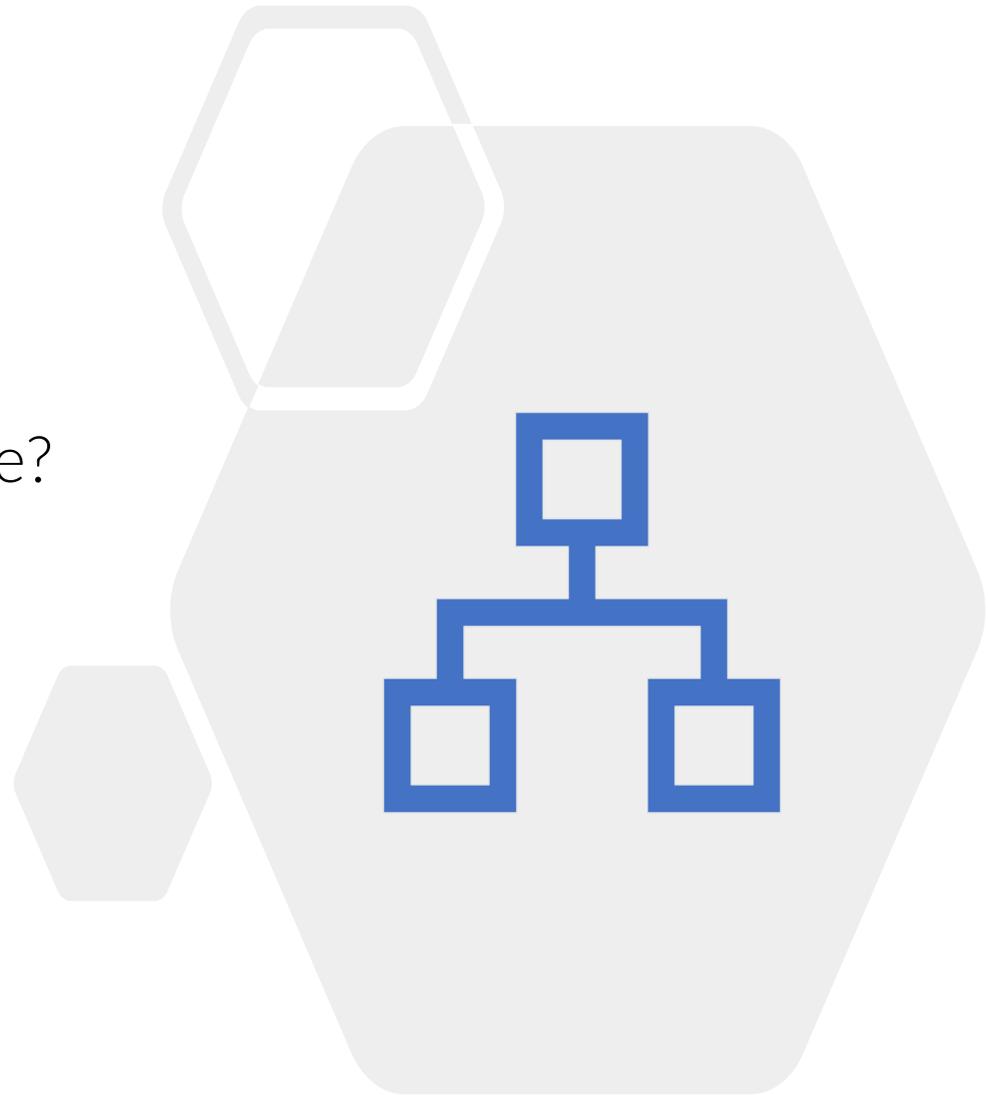
- Who are you?
- How do you communicate that internally and externally?

Develop your Brand Strategy

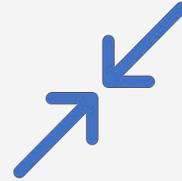


# Structure

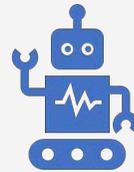
- What is your organisational structure?
- How will that need to change?



# Your Service Offering



Streamline your  
offering

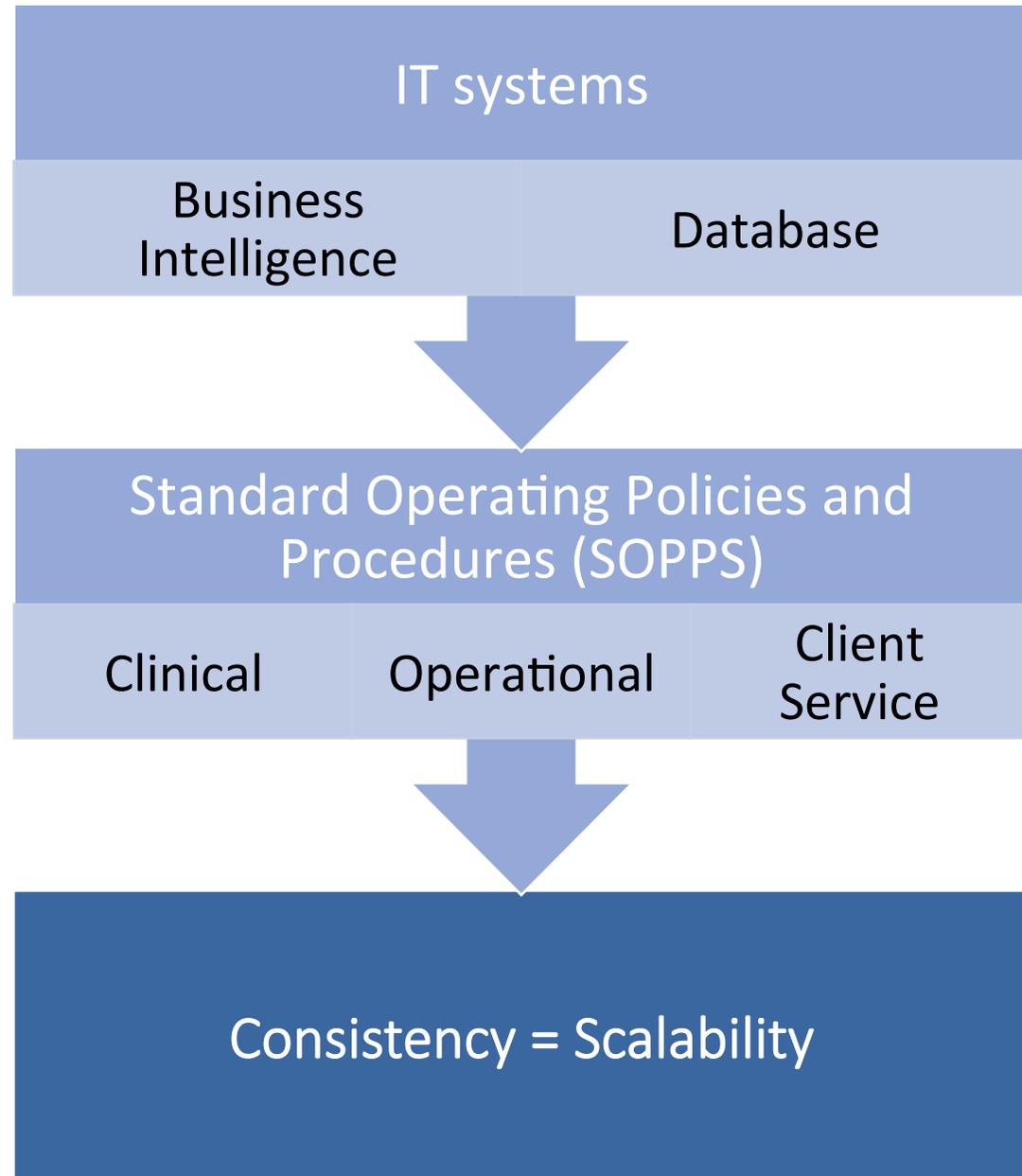


Future proof your  
technology



Supplier  
relationships/  
service contracts

# Systems and Processes



# Your People



HR – contracts,  
position  
descriptions etc



Education and  
Professional  
Development



Culture and Values

# Prepare yourself

- Manage your team through change
- Test adaptability and resilience
- Loss of control/identity





*The enemy of a great  
life is a good one.*