

Business Legacies Initiative

*Personal Expectation Assessment:
Nonprofit, understand your motivations*



The following assessment is provided to assist your organization in determining what is most important in the decision of what kind of business to purchase. Better understanding your own motivations will help you target your approach and focus on the kinds of businesses that will give you what you want from taking the step of business ownership.

Identifying your motivations will help you explain why certain choices appeal to you more, or why certain things are affecting you in a positive or negative way. It will also help you get what you want and keep your morale high in the process. This matrix has been supplemented in Spring 2020 to add 5 more criteria adapted to Community-Owned Acquisition processes (particularly nonprofit acquisition). The add-ons are highlighted in orange.

Rate each statement on its importance to you in a business purchase. Rating (1 = low; 5 = High)

| | | |
|--|----------------------------|--|
| | Money | |
| Enough money to live on | 1 2 3 4 5 | Maximum possible |
| | Risk | |
| Little as possible | 1 2 3 4 5 | Comfortable with risk/reward |
| | Training | |
| Don't need any | 1 2 3 4 5 | Owner provides training |
| | Creativity | |
| Doesn't matter as long as it is profitable | 1 2 3 4 5 | Need to create something new |
| | Legacy | |
| Now is what matters | 1 2 3 4 5 | Build a business having a lasting impact |
| | Leadership | |
| Few employees | 1 2 3 4 5 | More employees the better |
| | Challenge | |
| Something already providing a good return | 1 2 3 4 5 | Happy to build on tired foundations |
| | Family business | |
| Not on your life | 1 2 3 4 5 | The more the merrier |
| | Lifestyle | |
| Prepared to work a lot | 1 2 3 4 5 | Want to enjoy life as well as work |
| | Location | |
| Anywhere the best opportunity is located | 1 2 3 4 5 | Only specific location(s) |
| | Mission alignment | |
| Distant connection | 1 2 3 4 5 | Closely aligned |
| | Impact | |
| Limited impact / Regular business | 1 2 3 4 5 | Strong impact outcomes |
| | Business model | |
| Provide some revenue | 1 2 3 4 5 | Solid revenue diversification |
| | Community | |
| Serve the same community | 1 2 3 4 5 | Extend to other communities |
| | Business management | |
| Management contract | 1 2 3 4 5 | Nonprofit hands on the operations |