



NACVA AND THE IBA'S 2010 ANNUAL CONSULTANTS' CONFERENCE *SESSION SUMMARY*
JUNE 2—5, 2010 THE FONTAINEBLEAU MIAMI BEACH MIAMI BEACH, FL USA

Track: Practice Management

Session Date / Time: Wednesday, June 2, 2010 / 10:30am – 12:15pm

Session Title: *Value Maps: Valuation Tools that Unlock Business Wealth*

Session Summary: This session will present a framework for value enhancement. It will show you how to recognize potential opportunities for value-added consulting, how to structure a valuation engagement so that opportunities can present themselves, and how to act on such an opportunity. This session is only for those who want to go beyond compliance and boilerplate.

After attending this session, Value Maps: Valuation Tools That Unlock Business Wealth, participants will be able to:

- explain why "why" matters in business valuation
- differentiate between value drivers, value destroyers, and financial ratios
- list the five company-level sources of explanations for aberrant performance metrics
- recognize and seize opportunities for value-added consulting engagements

CPE Hours / Fields of Study: Two (2) hours / Management Advisory Services (MAS)

Presenter Bio:



Dorothy Beckert and **Warren Miller** co-founded BECKMILL RESEARCH, LLC, in Tulsa in 1991. We originated the SPARC Framework and the Value MapSM, a proprietary tool that guides the use of firm-specific capabilities to extend durability of competitive advantage, enhance its inimitability, and increase enterprise value. Based near Lexington, Va., we limit our work to value maps, M&A, litigation support (e.g., divorce, damages, dissenting shareholder), valuation (financial reporting; tax; private equity; IP; litigation support; value-based management; business planning), strategy (strengthening capabilities; market positioning; diversification), exit planning, and statistics-driven research (e.g., customer-loyalty surveys; stand-alone public-comps analysis).