Ava Smith & Associates

P.R.I.M.E. Initiative℠

LIFE INSURANCE... FOR YOUR BUSINESS

Protecting your business means planning for more than just growth.

Life insurance isn't just personal protection; it can be a strategic tool for business stability and continuity.

In this session, we'll explore how business owners can use life insurance to help protect the company from unexpected events, support continuity planning, and strengthen partnerships. We'll also touch on key-person coverage and how these strategies can help safeguard what you've built.

You'll walk away with a clearer understanding of where life insurance fits into common business planning needs and the questions every owner should be asking.

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THE POWER OF JOINT VENTURES: GROWING YOUR BUSINESS THROUGH STRATEGIC PARTNERSHIPS

The right partnership can grow your business faster than going it alone.

You don't always have to grow alone. Joint ventures can be one of the fastest and most cost-effective ways to expand your reach, access new audiences, and create win-win opportunities with the right partners.

In this session, we'll explore how joint ventures work, why they're so effective for business growth, and how to identify and structure simple, mutually beneficial partnerships. We'll also look at practical ways business owners are using collaborations to generate leads, increase visibility, and unlock new revenue streams without significantly increasing overhead.

Whether you're just starting to explore partnerships or looking to scale your existing efforts, you'll gain a clearer understanding of how joint ventures can fit into your growth strategy.

BUILD YOUR CULTURE, BUILD YOUR PROFIT

When culture and finance are aligned, profitability follows.

Strong culture isn't just an HR goal, and strong financial performance isn't just a Finance outcome. The two are deeply connected.

In this session, we'll explore how HR and Finance align to shape the employee experience, drive retention, and influence productivity, and how those factors ultimately impact profitability. We'll look at how hiring, compensation, engagement, and financial planning intersect to either strengthen or weaken your organization's performance.

This is a practical discussion on how intentional culture-building and disciplined financial management work together to create a healthier, more profitable business.

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FROM FAMILY-OWNED BUSINESS TO FAMILY-OWNED ENTERPRISE

Building a business is one thing, building a lasting enterprise is another.

Many family businesses are built with hard work and strong values, but staying small can limit long-term opportunity. The real question becomes: how do you grow beyond a “business that supports a family” into a lasting enterprise that supports generations?

In this session, we’ll explore what it looks like to evolve from day-to-day owner-operator involvement into a more structured, scalable enterprise. We’ll touch on leadership transition, building systems and roles beyond the founder, and creating a foundation that allows the business to grow without relying on any one individual.

You’ll leave with a clearer picture of the mindset shift required to move from working in the business to building something that can endure, expand, and support a legacy.