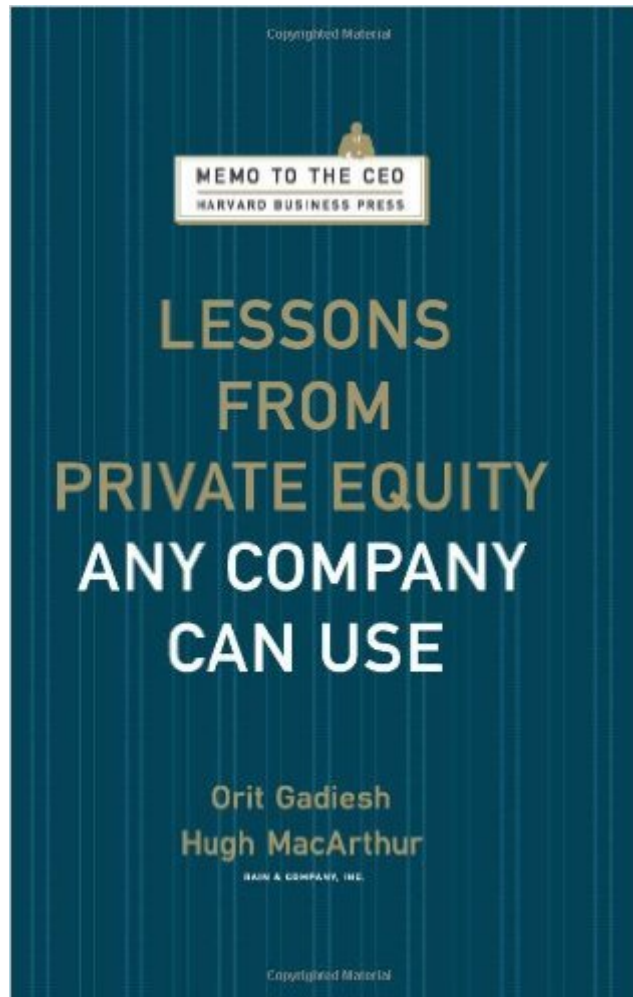


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# Lessons From Private Equity Any Company Can Use (Memo To The CEO)



## Synopsis

Private equity firms are snapping up brand-name companies and assembling portfolios that make them immense global conglomerates. They're often able to maximize investor value far more successfully than traditional public companies. How do PE firms become such powerhouses? Learn how, in *Lessons from Private Equity Any Company Can Use*. Bain chairman Orit Gadiesh and partner Hugh MacArthur use the concise, actionable format of a memo to lay out the five disciplines that PE firms use to attain their edge:Â Invest with a thesis using a specific, appropriate 3-5-year goalÂ Create a blueprint for change--a road map for initiatives that will generate the most value for your company within that time frameÂ Measure only what matters--such as cash, key market intelligence, and critical operating dataÂ Hire, motivate, and retain hungry managers--people who think like ownersÂ Make equity sweat--by making cash scarce, and forcing managers to redeploy underperforming capital in productive directionsThis is the PE formulate for unleashing a company's true potential.

## Book Information

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## Customer Reviews

*Lessons from Private Equity Any Company Can Use* is a smart, concise guide to restructuring and employing profit-maximizing practices applicable to any firm. The book is written in a simple language that does not require prior knowledge of private equity but uses the ideas that private equity firms use to extract value and promote efficiency. Rather than a comprehensive book on

private equity, *Lessons from Private Equity* is a memo to CEOs describing the basics of private equity and how the fundamental goals of private equity firms can be used to improve any company. The case studies used in this book illustrate the point that utilizing private equity methods for managing a firm has led many public companies to success. The Sealy Corporation and Nestlé® are the most prominent examples referred to throughout the text as examples and indeed both these firms have demonstrated great business management skills in producing profits to public investors (Nestlé® more so than Sealy in recent years). The authors provide a step-by-step process for success: 1. Define the Full Potential: Use strategic due diligence to set a target "increased equity value." 2. Develop the Blueprint: Develop a plan for achieving that goal. 3. Accelerate Performance: Putting the plan into action by matching the blueprint to your company and overcoming obstacles to success. 4. Harness the Talent: Hiring the individuals that can make your company's blueprint a reality by either looking inside the company or seeking outside talent. 5. Make Equity Sweat: This is a fundamental aspect of private equity firms managing a company, relying on "managing working capital aggressively, disciplining capital expenditures, and working the balance sheet hard." 6.

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