PERSONAL READINESS METHODOLOGY

Personal Readiness Methodology Overview

How InfusionOS members can understand and appropriately introduce the personal dimensions of business-owner transition.

Purpose of This Guide
This guide provides a high-level orientation to the InfusionOS Personal Readiness Methodology, its foundation in Andrew Williams's proprietary Second Wave Process™, its role within the broader InfusionOS system, and the ways it can support earlier and more differentiated owner conversations.

FOUNDATION	ADVISOR ROLE	APPLICATION	NEXT STEP
Second Wave Process™	Recognize and explore	Assess, educate, follow up	Training and tools

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.

Contents

1. What Personal Readiness Means
2. Methodology Origin and Positioning
3. Three Interconnected Readiness Areas
4. Why Personal Readiness Matters
5. The Owner's Two Teams
6. The Second Wave Process at a High Level
7. Five Core Tools
8. How the Methodology Supports Advisor Differentiation
9. How InfusionOS Operationalizes the Methodology
10. The Advisor's Role
11. Starting Earlier Conversations
12. The Second Wave Life Book Strategy
13. Where to Go Next

1. What Personal Readiness Means

Personal readiness is the degree to which a business owner is prepared for the personal realities of reducing involvement, transferring ownership, or leaving the business. It considers the owner's identity, purpose, relationships, family, daily structure, use of time, future contribution, emotional readiness for change, and vision for life beyond active ownership.

The central distinction
An owner may be financially interested in a transition and the business may be operationally capable of supporting one, yet the owner can still be personally uncertain or unprepared to move forward.

- Personal readiness is not a prediction of whether an owner will sell.
- It is not a clinical diagnosis or a measure of emotional health.
- It is a structured way to recognize questions that may influence timing, confidence, alignment, and satisfaction.
- It can be relevant years before an owner chooses a transaction path.

2. Methodology Origin and Positioning

Approved positioning
The InfusionOS Personal Readiness Methodology is grounded in Andrew Williams's proprietary Second Wave Process™, developed from more than 20 years of mergers and acquisitions experience and his work helping business owners prepare for the personal realities of transition. The Second Wave Process provides the foundational principles and tools, while InfusionOS connects those principles to advisor conversations, readiness assessments, educational resources, follow-up, and opportunity management.

This positioning preserves a clear relationship between the two systems. Andrew Williams created the foundational Second Wave Process. InfusionOS operationalizes those principles within a broader advisor growth and client acquisition environment.

- The Second Wave Process remains the underlying proprietary framework.
- The InfusionOS Personal Readiness Methodology is the advisor-facing system label used inside the portal.
- The training library teaches the deeper framework, exercises, and facilitation methods.
- The templates and workbooks provide practical tools for approved use.

3. Three Interconnected Readiness Areas

InfusionOS treats owner transition readiness as three interconnected areas. None of the three should automatically be treated as more important than the others.

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.

Readiness Area	Primary Focus	Illustrative Questions
Business Readiness	Transferability, owner dependence, leadership, systems, revenue quality, continuity.	Can the business continue without the owner? Is value transferable?
Financial Readiness	Business value, personal financial needs, tax, legal, transaction, and record preparedness.	What must the transition accomplish financially? Are records and plans ready?
Personal Readiness	Identity, purpose, family, relationships, control, time, and life after ownership.	Who is the owner beyond the business? What are they moving toward?

Integrated perspective
A transition can be technically possible but personally difficult. Personal readiness helps advisors recognize that a successful transaction process and a satisfying next chapter are related but not identical outcomes.

4. Why Personal Readiness Matters

Business owners often spend decades building companies that shape their identity, relationships, routines, decision authority, community role, and sense of purpose. Reducing involvement can therefore affect far more than income or ownership.

- Identity may be strongly connected to the title of owner, founder, president, or chief executive.
- The owner may be accustomed to being needed, making decisions, solving problems, and carrying responsibility.
- A spouse or family may have different expectations about time, lifestyle, succession, wealth, or future involvement.
- Employees and leaders may experience uncertainty about continuity, culture, roles, and relationships.
- Freedom from the business does not automatically create purpose, structure, community, or fulfillment.

Andrew Williams's book, The Second Wave Life, illustrates this gap through the story of an owner who had an attractive transaction and an operationally independent company but was not mentally, emotionally, or relationally prepared to proceed. The lesson is not that every owner will experience the same outcome. It is that personal questions can materially influence decisions that appear complete from a transaction perspective.

5. The Owner's Two Teams

The methodology asks owners to consider two groups that can be significantly affected by a transition: the family team and the work team.

Team	What the Owner May Need to Consider	Advisor Conversation Role
Family Team	Expectations, communication, spouse or partner readiness, family roles, succession, fairness, lifestyle, time together, and future ownership.	Help the owner recognize who is affected and whether important conversations have occurred.
Work Team	Leadership continuity, employee impact, culture, key relationships, successor readiness, communication, and the owner's responsibility to prepare others.	Help the owner identify people and transition issues that may need structured planning or specialist support.

Important principle
Personal readiness is not only about the owner's internal experience. It also includes awareness of the people, relationships, and communities affected by the transition.

6. The Second Wave Process at a High Level

At a high level, the Second Wave Process helps owners move from an ending-focused mindset toward an intentional next chapter built around purpose, impact, and fulfillment. It asks the owner to prepare mentally, emotionally, relationally, and practically before active ownership changes.

1. Recognize that the business is a major part of life, but not the owner's complete identity.

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.

2. Accept that personal preparation deserves attention alongside financial and transaction preparation.
3. Consider the owner's family and work teams and the effects of transition on both.
4. Clarify values and the outcomes that should shape the owner's next chapter.
5. Explore how relationships, capabilities, time, resources, and experiences may be directed after ownership.
6. Turn reflection into a purposeful and practical plan before the transition becomes immediate.

7. Five Core Tools

The overview introduces the five tools only at a high level. Members should use the Personal Readiness Training Library and approved workbooks for deeper instruction and application.

Tool	High-Level Focus	Illustrative Owner Questions
Tribe	The people, communities, causes, and relationships in which the owner wants to invest.	Who matters? Where does the owner want to belong, contribute, mentor, support, or lead?
Talent	The capabilities, experience, drive, and strengths the owner may redirect into a new context.	What can the owner still contribute? Which abilities should remain active?
Time	How the owner wants to structure days, weeks, seasons, commitments, and personal capacity.	What will replace the rhythm and responsibility previously provided by the business?
Treasure	How financial resources may support security, family, generosity, investment, philanthropy, or future ventures.	What is money intended to make possible in the next chapter?
Travel	The places, experiences, exploration, and changes of environment the owner may want to pursue.	What experiences matter, and how do they fit into a balanced life rather than becoming the entire plan?

Do not oversimplify
The five tools are not a checklist for filling time after a sale. They are structured prompts for connecting values, relationships, capability, resources, and desired impact.

8. How the Methodology Supports Advisor Differentiation

Many advisors lead owner conversations with valuation, tax, transaction structure, wealth planning, or succession mechanics. Those areas are important, but when most advisors begin in the same place, they can sound similar and become difficult for owners to distinguish.

- Personal readiness gives members a broader and more human starting point.
- It can create relevance before the owner is ready for a valuation or transaction discussion.
- It helps members ask questions owners may not have heard from other advisors.
- It supports conversations about what the owner is moving toward, not only what they may be leaving.
- It can strengthen collaboration with valuation, legal, tax, financial, M&A, family-business, leadership, and other specialists.

Balanced positioning
The methodology does not diminish valuation or technical planning. It helps members connect business, financial, and personal readiness so the owner's full situation can be recognized.

9. How InfusionOS Operationalizes the Methodology

InfusionOS Asset or System	Role in Personal Readiness
Business Owner Exit Readiness Assessment	Measures business, financial, and personal readiness and identifies areas that may deserve discussion.
Owner-facing lead magnets	Provide low-friction educational entry points before an owner is ready for a direct

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.

	advisory conversation.
Readiness scorecard and PDF report	Organize assessment results and create a structured basis for follow-up.
Exit Readiness Conversation Planner	Helps the member prepare for a broader readiness-based conversation without relying on a rigid script.
Post-Assessment Planning Worksheet	Helps organize observations, priorities, questions, and next steps after results are reviewed.
Nurture and follow-up workflows	Maintain relevance while the owner's timing, readiness, and need develop.
Opportunity Management System	Makes engagement visible and supports timely human follow-up.
The Second Wave Life	Provides a relationship-development resource that can introduce personal-readiness ideas through Andrew Williams's foundational book.

10. The Advisor's Role

The member's role is to help owners recognize, explore, and organize personal-readiness considerations. The advisor does not need to become a therapist, counselor, coach, mediator, or mental-health professional in order to create a valuable conversation.

Appropriate Member Role	Outside the Intended Role
Ask thoughtful, non-diagnostic questions.	Diagnose emotional, psychological, marital, or family conditions.
Help owners identify gaps, uncertainties, stakeholders, and planning priorities.	Provide therapy, mental-health treatment, or clinical interpretation.
Use approved assessments, guides, conversation tools, and workbooks.	Modify proprietary training tools or represent oneself as certified beyond actual credentials.
Encourage coordinated professional support.	Provide legal, tax, investment, valuation, or transaction advice outside professional scope.
Refer to qualified professionals when specialized needs emerge.	Attempt to resolve family conflict, trauma, addiction, abuse, incapacity, or other specialized matters.

Use the companion guide
Review Personal Readiness Usage Boundaries before conducting owner conversations or using training materials, assessments, workbooks, or book-based strategies.

11. Starting Earlier Conversations

Personal-readiness conversations can begin years before an owner actively prepares to sell and before a transition path has been selected. Early discussion can help owners think more deliberately about the business, family, leadership, personal goals, and possible future choices.

- Do not assume every owner wants to sell.
- Do not force a timeline or transition path.
- Use readiness questions to create reflection, not urgency.
- Allow the owner to define what transition, reduced involvement, succession, continued ownership, or a next chapter may mean.
- Treat readiness as a current-state conversation that can evolve over time.

12. The Second Wave Life Book Strategy

The Second Wave Life may also be used as an advisor relationship-development resource. InfusionOS members may have the opportunity to write the foreword and include their contact information in copies distributed to business-owner prospects, referral partners, and clients.

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.

- The book itself is not directly advisor-branded.
- The member-written foreword and permitted contact information create the advisor connection.
- The strategy can introduce personal readiness before an owner is actively preparing for a transaction.
- Books are available separately and are not included at no charge with the InfusionOS membership.
- The optional book strategy may have separate pricing, ordering, approval, and minimum-quantity requirements.

Recommended Reading
The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit, by Andrew Williams, is the foundational book behind the Second Wave Process™ and the primary recommended reading for this methodology.

13. Where to Go Next

Portal Resource	Use It For
Personal Readiness Usage Boundaries	Understand scope, compliance-sensitive use, escalation points, and prohibited practices.
Personal Readiness Training Library	Learn the deeper Second Wave Process, teaching sequence, concepts, and facilitation methods.
Personal Readiness Workbooks and Worksheets	Use approved exercises and implementation tools after completing relevant training.
Approved Owner-Facing Resources	Share The Personal Readiness Guide for Business Owners, Planning Life After the Business, and The Family Alignment and Business Transition Guide.
Assessment and Conversation Tools	Use the Business Owner Exit Readiness Assessment, scorecard, Exit Readiness Conversation Planner, and Post-Assessment Planning Worksheet.
The Second Wave Life	Study the foundational book and consider the optional paid book-based relationship-development strategy.

Operating principle
Lead with curiosity, use approved resources, remain within scope, and help the owner recognize the business, financial, and personal dimensions of readiness without forcing a transaction decision.

Source and Usage Note

This overview is based on Andrew Williams's book The Second Wave Life and the approved InfusionOS Advisor Portal structure. It is an orientation resource, not a substitute for the complete Second Wave Process training, licensed materials, professional judgment, firm supervision, or specialized advice.

© Infused Holdings LLC. InfusionOS advisor resource. For authorized member use.