



Paul J. Burke

Passionate Keynote Speaker & Executive Advisor

Building a Business You Could Sell Even If You Never Do.

Presentation Description

Most business owners don't truly know the value of their Business—or what drives it. In this fast-paced 90-minute workshop, you'll discover the 8 key drivers that determine the salability and valuation of your business.

Using the ValueBuilder System™, attendees will gain insight into their company's strengths, vulnerabilities, and opportunities to increase enterprise value.

Whether you plan to sell in five years or never, building a more valuable business improves cash flow, growth options, leadership confidence, and long-term freedom. Walk away with practical tools and a clear roadmap to build a business worth more, and worth keeping.

Testimonials

"Paul has presented on multiple topics to groups within the Association. The feedback is always positive, and attendees look forward to his next program. I recommend Paul as a facilitator, educator, and leader."

**Barb Lau, Executive Director
Association of Women Contractors.**

"Paul put the focus on the goal of helping each attendee in the room to find at least one actionable thing that could help their business improve – this was very much appreciated."

Tom Florian, Sr. Director West Des Moines Chamber

"Paul brings humor, stories, and a rich history to each event we invite him to – all while giving attendees and participants positive takeaways that help us in our personal and professional lives. We can't wait to have Paul back at our next event!"

**Adam Hanson, President
Associated Builders & Contractors of MN/ND**

Actionable Takeaways

- 1. Clear understanding of the 8 drivers of business value**
- 2. Insight Into the 3 primary valuation methods used by buyers.**
- 3. Awareness of the 5 "Forced Exit" triggers**
- 4. An estimate of your current business value**
- 5. An action plan to improve the value of your business.**

What Makes This Presenter Unique?

Paul has more than 30 years of sales, marketing, and leadership experience across local, corporate, and global organizations. In addition to his corporate background, Paul is a seasoned entrepreneur who has owned, led, and successfully exited multiple businesses. He works closely with entrepreneurs and leadership teams as a speaker, facilitator, and coach, helping them build healthier organizations, improve execution, and get more enjoyment out of their work. His philosophy is simple: **"Putting the fun back into dysfunctional."**

Paul's leadership perspective was forged early in his career as an Officer in the U.S. Army, where he served as a Company Commander during Operation Desert Storm. That experience reinforced the critical importance of leadership, teamwork, and disciplined execution, without them, even the best strategies remain just words on a page.

Paul holds a Bachelor of Science degree in Business & Speech Communication from the University of Minnesota and a Master of Business Administration in Entrepreneurial Management from the University of Dallas.