



Succession Bridge Strategies

Using Key Management to Bridge a Succession Gap

A Succession Bridge provides business owners a career retention incentive for key managers who are critical to Succession Success_{SM}. The core component of a succession bridge is that it must motivate the employee or manager to continue to provide exceptional services and make a career commitment that will satisfy strategic business succession needs. Some families have reasonable cause to believe that no family member will either be motivated or capable of assuming management responsibilities. There are a substantial number of business owners who simply have no offspring in the current generation who has even a remote possibility of assuming a management role or even being employed in the family business.

There are a variety of succession bridge classifications to address the varying circumstances of the business and business owner, as well as the varying degree of key managers.

- Golden Handcuff Succession Bridge
- SERP Succession Bridge (using Supplemental Executive Retirement Plan)
- C-SERP Succession Bridge (using a convertible supplemental retirement plan)
- Key Manager Contingency Bridge
- Key Manager Equity Bridge
- Key Manager Control Bridge
- Key Manager Buyout Bridge
- Management Company Bridge
- Management Company Equity Bridge
- ESOP Succession Bridge (using an employee stock option plan)
- KSOP Succession Bridge (using a key manager stock option plan)

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