

FINANCIAL POISE WEBINAR SERIES ONE HOUR LAW SCHOOL 2016

SERIES OVERVIEW

While the basics about virtually anything- the law included - seem accessible with a few clicks of a mouse, understanding how to use the law practically is another thing. The webinar series, One Hour Law School 2016, explores some of the most common issues faced by business owners, viewed from the real world. The series will jumpstart your understanding of key legal issues and, importantly, discuss practical approaches to dealing and thinking about these matters. You'll learn how to start a company, work with employees and partners, and protect your business's interests.

As with all Financial Poise webinars, each episode in the series is designed to be viewed independently of the other episodes, and listeners will enhance their knowledge of this area whether they attend one, some, or all of the programs.

EPISODE SUMMARIES

EPISODE #1

Forming a Company

September 23, 2016, 2pm CST

What is the business? How will it be funded? What is the founders' vision for the future? The answers to these and other basic questions, will help determine whether a company should be formed as a limited liability company, a partnership, an S corporation, or a C corporation. The choice will have significant tax and operational implications over the life of a business. This webinar explores those implications and how one should go about deciding what the right choice for a particular business is. As with all Financial Poise webinars, each episode in the series is designed to be viewed independently of the other episodes, and listeners will enhance their knowledge of this area whether they attend one, some, or all of the programs.

EPISODE #2

Splitting the Pie: Basics of the Cap Table

October 21, 2016, 2pm CST

Soon enough, a founder may seek growth with new partners, investors, or employees. Determining their ownership stake is just the beginning of the decision tree. Equity lasts long past after the money is spent or the services are rendered. This webinar explores ways to grow a business and entice and motivate others by sharing pieces of the pie, without giving away the farm. (Metaphors will be mixed). We'll also explore common pitfalls entrepreneurs face when raising capital.

EPISODE #3

Employment Law 101

November 18, 2016, 2pm CST

Human capital. Ultimately, businesses grow and thrive- or can die- based on the performance of their employees. Hiring, training, and retaining good employees is critical. At the same time, so is getting rid of bad people caution must be taken when ending an employment relationship. In this webinar, Financial Poise explores time-tested approaches to performance management and terminating employment relationships. We'll also explore best practices for recruiting and managing employees.

EPISODE #4

Protecting Assets

December 16, 2016, 2pm CST

Over time, every business finds its competitive advantage - or dies. Competitive advantages can be in the form of customer relationships, key employees, know-how, or intellectual property - and it can all be stolen. In this webinar, we'll teach you how to protect these assets through confidentiality agreements, and basic terms in consulting, sales, service, and acquisition agreements. We'll also discuss the limits of enforcing these provisions, and how best to avoid such outcomes.