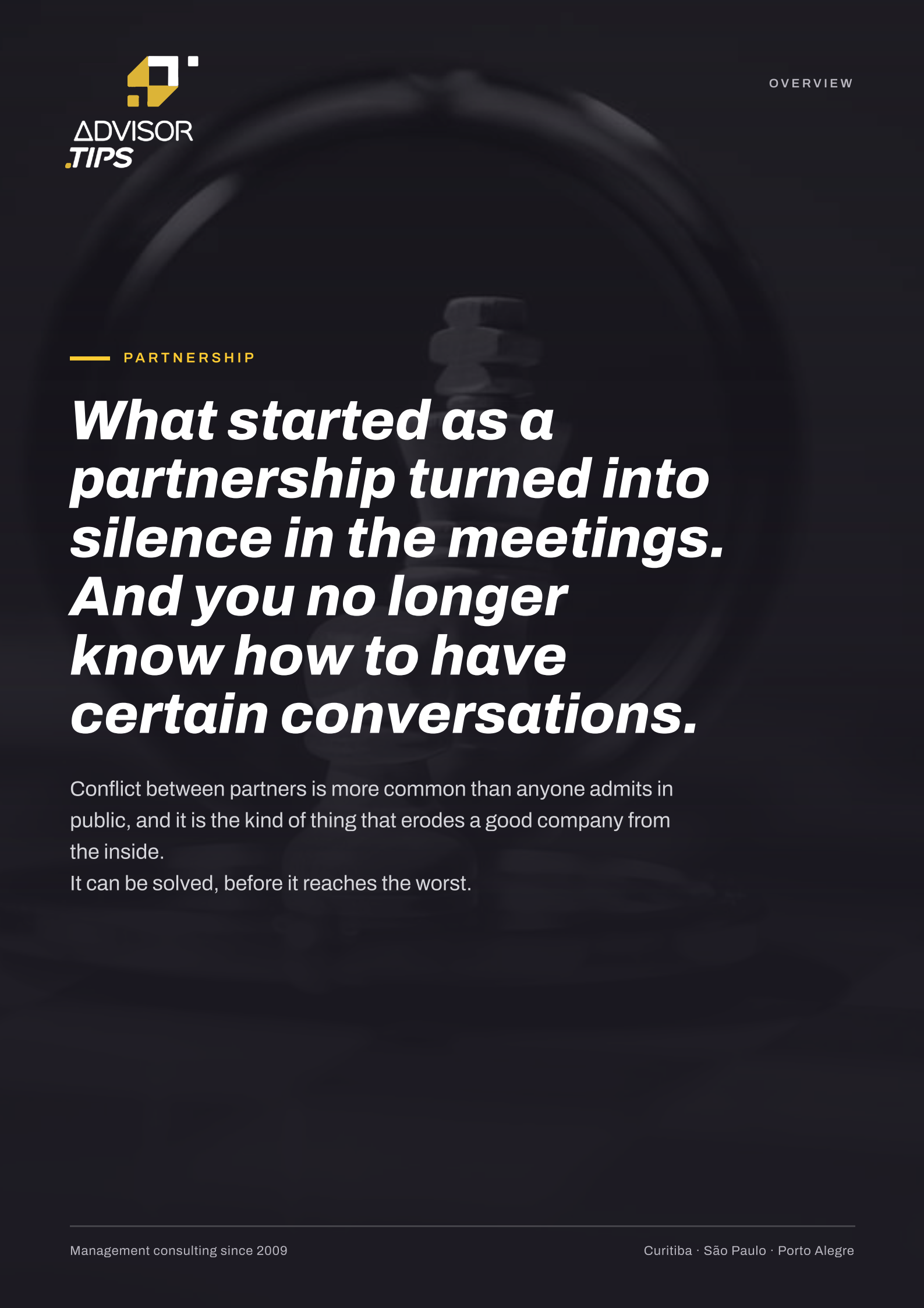


PARTNERSHIP

What started as a partnership turned into silence in the meetings. And you no longer know how to have certain conversations.

Conflict between partners is more common than anyone admits in public, and it is the kind of thing that erodes a good company from the inside.
It can be solved, before it reaches the worst.

Does this sound familiar?

And no, it is not just you. Almost every owner whose company grew has been through at least one of these.

01 Important decisions stall because you cannot reach an agreement.

02 The trust that existed at the start has been left behind.

03 Each one pulls the company in a different direction, and the team feels it.

04 The topic of succession hangs in the air, but no one sits down to deal with it.

The Cost of Waiting

An unresolved partner conflict does not stay still. It erodes from the inside.

01 Important decisions freeze because no one wants to give in, and the company pays the price of indecision.

02 What was discomfort becomes distrust, and distrust becomes an expensive break-up.

03 Without a clear rule, a partner's exit can be worth less and cost much more than it needed to.

> ***A good partnership is not one that never has conflict. It is one with rules to handle it before it erodes everything that was built.***

Why It Happens

A partnership almost never breaks because of a single episode. It breaks over **what was not agreed back then**:

- **what each one decides**
- **how the result is shared**
- **what happens if one wants to leave**

Without those clear rules, any disagreement turns into a personal dispute. And then it is no longer about the company, it is about **who is right**.

What We Do

We come in as **a third party on no one's side**. We help:

- **put on the table what is stuck**
- **design the rules between the partners**
- **organize forum, voting and succession**

When it makes sense, we also lead a partner's exit or entry **without it turning into war**.

> The goal is simple: the company decides again, and the relationship stops bleeding.



A direct question

Partnership conflict rarely starts with a fight. It starts with **a silent detail**:

an unaligned expectation

an undefined role

an agreement that stayed only verbal

How many of these seven points are already happening in your partnership?

We have structured countless partner agreements and governance boards, always as a third party on no one's side, in companies from technology to financial services.



Talk about my partnership

WhatsApp +55 (41) 98752-1444

fale.com@advisor.tips

advisor.tips/en/contact

PRESENTED BY

Name _____ Phone _____ Email _____