

JONATHAN MOND

KEYNOTE SPEAKER

UNLOCKING PROFIT, CASH & VALUATION THROUGH YOUR NUMBERS



SCALING UP
CERTIFIED COACH



Jonathan Mond | Global Scaling Up Cash Thought Leader



Most businesses look at financial reports.
Very few know how to make better decisions

Renowned for his high energy and ability to activate audiences, Jonathan Mond combines commercial experience, practical frameworks, and powerful financial storytelling to deliver high-impact sessions that simplify financial complexity and help leadership teams turn numbers into strategic conversations that drive better decisions and long-term value.

Widely recognised as a cash performance expert and Certified Scaling Up Coach, Jonathan is regarded as a thought leader in Financial Excellence, helping leadership teams simplify an area of business often seen as complex, overwhelming, and too often neglected.



Jonathan Mond



FEATURED INSIGHT

Looking Beyond the Multiple

Most business owners believe valuation is determined by a multiple.

Jonathan reveals what astute operators are truly assessing when uncovering the hidden value of a business, operational efficiency, cash flow strength, leadership alignment, and a company's ability to grow in a way that strengthens rather than strains the business.

The presentation highlights how scaling can amplify complexity, pressure cash flow, and reduce profitability when growth outpaces operational discipline. Jonathan demonstrates how businesses can capture the benefits of growth while improving performance and building valuation.

His keynote presentations fundamentally shift how leaders use data and financials to make better decisions, grow safely, and build businesses that are stronger, more profitable, and ultimately more valuable.



Signature Keynote Topics

The Story of Profit

Why many growing businesses fail to translate revenue growth into meaningful profitability and what leadership teams must understand to change it.

Key Insights:

- *Using the P&L as a measurement of you leadership team*
- *Why Growth Alone Does Not Create Enterprise Value*

Audiences learn how high-performing companies improve profitability as they scale – while others unknowingly create complexity, inefficiency, and margin pressure.

The Journey of Cash

Most businesses believe cash problems are caused by a lack of profit. In reality, cash is often absorbed silently through growth, operational decisions, inefficiencies, and the hidden financial pressures inside the business.

Key Insights

- *Why profit does not always convert into cash*
- *Why scaling businesses often feel financially stretched despite strong sales*

Audiences leave with a completely different understanding of cash flow – not as an accounting outcome, but as a leadership and operational issue that directly impacts growth, valuation, and decision-making.

The Cost of Growth

Growth consumes cash: this keynote exposes the hidden financial pressure behind scaling, and why many businesses unknowingly outgrow their cash position.

Key Insights:

- *The Cash Cost of Scaling*
- *Growth vs Financial Capacity*

Leaders walk away understanding whether growth is truly creating value – or quietly working against them.

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Creating Strategy From Your Financials

The Power of One

One of Jonathan's most engaging and practical keynote presentations.

Rather than overwhelming audiences with financial theory and spreadsheets, Jonathan helps individuals and teams better understand the seven basic key levers within any set of financials that directly impact cash, profit, and valuation.

This framework demonstrates how small improvements across these key drivers can create significant increases in cash flow, profitability, and enterprise value. By simplifying complex financial concepts into practical, measurable actions, Jonathan helps leadership teams better understand the data inside their business, improve decision making, build financial discipline, and create long term value across the organisation.

Audiences gain practical insights into:

- *How small improvements create exceptional results*
- *How not reading financials properly impacts valuation*
- *How to use data to create stronger business strategy*
- *How to use data to smooth out and manage cash flow constraints*
- *The importance of focusing teams around measurable drivers of performance*



Making it Happen

Bringing It All Together

In this final session, Jonathan shows leadership teams how to bring everything together.

Understanding the Story of Profit, the Journey of Cash, the Cost of Growth, and the Power of One is only the beginning. The real opportunity comes from activating these insights across the organisation, creating alignment, accountability, and ownership around the drivers that impact cash, profit, and valuation.

Jonathan demonstrates how leadership teams can use simple visual tools, including colour coding performance and results, to quickly identify priorities, create clarity, and focus teams on the areas that require action most.

Jonathan shows leadership teams:

- *Which team members should be involved*
- *How to create alignment around financial priorities*
- *How to build ownership across the organisation*
- *How to use colour coding to highlight performance, priorities, and accountability*
- *How to turn financial insights into measurable actions*
- *How to activate Financial Excellence as an ongoing leadership discipline*

The outcome is a leadership team that not only understands the numbers, but understands how to use them to drive stronger business performance, better decision making, and long term valuation growth.



What Makes Jonathan Different

Jonathan doesn't speak about theory.

He speaks from years of working directly with leadership teams to improve execution, financial performance, and enterprise value across growing businesses.

As a Certified Scaling Up Coach specialising in Financial Excellence, Jonathan combines:

- Real-world business experience
- Strategic financial frameworks
- Leadership and execution insights
- Practical commercial application
- High-impact financial storytelling
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The result is a keynote experience that is commercially powerful, highly practical, and immediately actionable.

Ideal Audiences

- *Business Owners*
- *CEOs & Leadership Teams*
- *Entrepreneur & Growth Communities*
- *Scaling Companies*
- *Private Equity & Investor Groups*
- *Finance & Operational Leaders*
- *Conferences & Business Events*