



MORAY



**JONATHAN MOND**

# The Reality of Running a Business



## Why Most Businesses Hit A Wall

**In the early stages**, your personal energy and intuition are what get you off the ground. But the reality of running a business is that effort alone eventually hits a wall. As you grow, the very hands-on approach that built the company can become the barrier that prevents it from reaching the next level. Scaling Up provides the tools to move from a business that relies on your sheer force of will to one that runs on a resilient system.

**Countering the Headwinds** As businesses grow, they face three inevitable "headwinds" that create chaos and stall momentum:

- **Leadership Barriers:** The urgent need to develop a team that can think and act without your constant intervention.
- **Infrastructure Barriers:** The lack of scalable systems and "physical" space to handle the increased load of a larger organization.
- **Marketing Barriers:** The failure to build a systematic, predictable way to attract customers that doesn't rely solely on the owner.

The Scaling Up framework is the counterforce to these headwinds. It provides a rigorous methodology that allows the business to grow without the owner being the single point of failure. It moves your organization from "Management by Chaos" to **Management by Design**.

## The Four Decisions: Your Blueprint for Stability



To neutralize complexity and protect your margins, we focus on the four critical areas that every high-growth company must master

- **PEOPLE:** Transitioning from "doing" to "leading" by building a team of A-players who take true ownership of their results.
- **STRATEGY:** Creating a clear, differentiated roadmap that ensures your resources are only spent on what is profitable and sustainable.
- **EXECUTION:** Establishing the habits and meeting rhythms that turn your One Page Strategic Plan (OPSP) into daily, accountable action.
- **CASH:** Optimizing your financial drivers to ensure you have the necessary "oxygen" to fuel your expansion without hitting a wall.



# The Process

## Unlock Your Business's Full Potential with My Comprehensive Coaching Process

At ***Making Sense***, I believe in a tailored approach to drive your business forward. My coaching process is designed to help you achieve financial excellence, strengthen your strategy, and optimize execution. Here's how we work with you:

1. **Initial Consultation:** We begin with an in-depth discussion to understand your business needs, short and long term goals, and challenges.
2. **Business Assessment Survey:** Following our meeting, we conduct a comprehensive survey to identify the key areas that need immediate attention. This ensures we focus on the aspects of your business with the most potential for growth and improvement.
3. **2-Day Workshop:** Our intensive workshop covers four critical pillars for business success:
  - Financial Excellence: Improve cash flow, profitability, and valuation.
  - People: Develop a strong leadership team and align everyone toward a shared vision.
  - Strategy: Craft a clear, actionable plan to scale your business.
  - Execution: Implement disciplined processes that drive performance and accountability.
4. **Ongoing Implementation Support:** After the workshop, we don't just leave you with ideas. I will personally guide you through the process of bringing these strategies to life. We work closely together to implement the key learnings, ensuring they become practical, impactful changes in your business. Our ongoing support includes:
  - Weekly and monthly meeting facilitation.
  - Workshop project support (e.g., culture book, scorecards, etc.).
  - Quarterly meeting setup and hosting.
  - Anytime problem-solving support.

# Impact and What to Expect



## Reclaiming Control of Your Company

- 1. Improved Cash Flow Management:** One of the first areas we tackle is cash flow. We focus on the small but powerful 1% or 1-day decisions that drive immediate improvements in cash, profit, and impact your business's financial health right away.
- 2. Stronger Leadership and Team Alignment:** We don't just work with you—we empower your entire leadership team to operate at its peak. Your team will be more aligned with a unified vision, making better decisions and executing strategies with precision.
- 3. Strategic Clarity:** With a clear, focused strategy in place, your business will have a roadmap for growth, so that everyone is working towards the same goals and driving strategic initiatives
- 4. Improved Execution and Accountability:** Expect a disciplined approach to execution. We'll set up key performance indicators, scorecards, and regular reviews that ensure your team is held accountable, leading to consistent progress and long-term success.
- 5. Cultural Transformation:** A strong culture is a foundation for sustainable growth. Through workshops and ongoing support, we'll help you build a company culture that attracts top talent, increases employee engagement, and boosts overall productivity.
- 6. Scalable Growth:** With the right strategy, systems, and leadership in place, your business will be set up to grow sustainably.

**IMPROVED CASH FLOW MANAGEMENT**

**CLEAR TEAM ALIGNMENT, FOCUS AND ACCOUNTABILITY**

**FAST EXECUTION OF HIGH-IMPACT PROJECTS**

**IMPROVED CUSTOMER ENGAGEMENT**

**THE  
SHORT TERM  
WINS**

## The High-Return Investment



### The Investment Mindset

Engaging a coach is not a cost— it is a strategic capital allocation. Just as you would invest in a piece of machinery to improve efficiency, investing in **Scaling Up** is an investment in the "Operating System" of your company.

**The Power of a 4 Decision Coach** Jonathan is a **4 Decision Coach**. While many coaches focus only on people or strategy, Jonathan's deep expertise in Cash allows you to implement the full framework with immediate financial visibility. By optimizing pricing and cost efficiencies, he helps you find the capital already sitting within your operations—making this engagement a self-funding asset.

### Historically, Jonathan's clients achieve:

- **Full Return on Investment:** Typically within the first quarter of engagement.
- **Tangible Financial Impact:** Anywhere up to a 4x return on the coaching investment by the end of the year, often through margin and cost improvements alone.

### From the Field

*"Jonathan came into our business when we were all over the place. He implemented a framework that made the business run amazingly. He didn't just give us a plan; he stayed to make sure we executed it. It has been the best investment we've made in our company's future."*

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