

— JONATHAN MOND —

MAXIMIZE YOUR EXIT

Build a business buyers
compete for

KEYNOTE SPEAKER

You've worked hard for years to build it,
now it's time to maximize it.



FEATURED INSIGHT

Buyers Don't Buy Revenue. They Buy Reduced Risk.



“*The businesses that command premium valuations are rarely accidental. They are intentionally built.*”

Jonathan Mond

Most owners believe valuation is determined by a multiple.

Jonathan reveals what sophisticated buyers are actually assessing:



Leadership depth



Customer concentration



Operational dependency



Scalability



Cash flow quality



Systems



Accountability



Strategic positioning



The presentation challenges owners to stop viewing their business as an income source and start viewing it as an asset that must operate independently of them.



Audiences learn how hidden operational weaknesses quietly **reduce valuation, delay transactions, and increase buyer risk** — while disciplined companies create leverage, competition, and stronger exit outcomes.

Jonathan Mond

THE REALITY

Most business owners believe selling a business starts with finding a buyer.

The reality is it starts years earlier by building a company buyers actually want.



ACCORDING TO FORBES

**8 OUT OF 10
BUSINESSES
FAIL TO SELL FOR
THEIR TRUE VALUE.**

Great exits are planned, not hoped for.

Many owners won't be able to sell when they're ready because they haven't taken the critical steps to prepare or position their business for maximum value.

WHAT BUSINESS OWNERS ARE EXPERIENCING



61%

Have received interest from a buyer in the last 12 months



49%

Don't know who to trust or where to start



65%

Believe their retirement plans are at risk if they cannot sell



43%

Have never received a formal valuation

THE 4 RISKS THAT REDUCE BUSINESS VALUE



PEOPLE

Can the business operate without you?



STRATEGY

Is there a clear and scalable future?



EXECUTION

Does your business run like a Swiss watch?



CASH

Do the numbers demonstrate sustainable growth?



**BUYERS DON'T BUY REVENUE.
THEY BUY REDUCED RISK.**

The businesses that command premium valuations are rarely accidental.

They are intentionally built.

“ *Never think about selling.*

Be ready to sell.



JONATHAN MOND

GLOBAL SCALING UP THOUGHT LEADER

Most business owners believe selling a business starts with finding a buyer.
The reality is it starts years earlier by building a company buyers actually want.

Renowned for his high energy and ability to activate audiences, Jonathan Mond combines commercial experience, practical frameworks, and powerful financial storytelling to help leadership teams **understand what truly drives enterprise value.**



As a Certified Scaling Up Coach specialising in Financial Excellence and business valuation drivers, Jonathan helps owners **build companies that are scalable, less dependent on the founder, financially stronger**, and ultimately more attractive to buyers.



Jonathan's keynote presentations challenge the traditional thinking around exit planning by showing leaders how **operational discipline, leadership strength, strategy, execution, and cash flow** directly impact valuation and deal outcomes.

*“Never think about selling.
Be ready to sell.”*



GLOBAL PERSPECTIVE

Insights from working with business leaders and owners across multiple industries and markets.



PRACTICAL FRAMEWORKS

Proven methodologies that translate strategy into action and measurable business value.



HIGH-IMPACT KEYNOTES

Engaging, high-energy presentations that inform, challenge and inspire leadership teams.



MEASURABLE RESULTS

Focus on the drivers that increase value, attract buyers and deliver stronger outcomes.



Signature Keynote Topics

The 4 Risks That Reduce Valuation

Jonathan's keynote presentations are built around the critical factors that sophisticated buyers assess — and the risks that reduce what they will pay.



01

Why buyers discount businesses that are overly dependent on the owner.

Why buyers discount businesses that are overly dependent on the owner.

Key Insights:

- People Risk
- Strategy Risk
- Execution Risk

Audiences learn how weaknesses inside leadership, execution, culture, strategy, and financial performance directly impact enterprise value and buyer confidence.



02

Think like a Buyer

Most owners prepare to sell emotionally. Buyers assess businesses commercially.

Key Insights:

- What buyers actually look for
- Why owner dependency destroys value
- Why timing matters
- The hidden risks buyers uncover during due diligence

Leaders walk away understanding how buyers think, assess risk, and structure deals.



03

Build a Business Buyers Compete For

How to create leverage, optionality, and valuation before going to market.

Key Insights:

- Building transferable value
- Creating scalable systems
- Financial excellence and valuation
- The Power of Multiple Offers (POMO)

Audiences leave understanding how great businesses create competition among buyers rather than negotiating from weakness.



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WHAT TO EXPECT



Exit Readiness

Creating Enterprise Value Before the Transaction

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

Rather than focusing purely on transactions, legal structures, or deal theory, Jonathan helps leadership teams understand the operational and financial drivers that increase valuation long before a business ever goes to market.

Using practical frameworks, real-world examples, and financial storytelling, Jonathan demonstrates how businesses create:



BUSINESSES CREATE

- Stronger leadership alignment
- Scalable infrastructure
- Healthier cash flow
- Improved profitability
- Reduced owner dependency
- Greater buyer confidence



AUDIENCES GAIN PRACTICAL INSIGHTS INTO

- Why most businesses fail to achieve full value
- The operational risks buyers immediately identify
- How growth can either create or destroy valuation
- Why timing matters more than owners realise
- How to position a company for premium valuation
- How to build a business that can operate without the founder



Jonathan equips leaders with the clarity and actionable strategies to build businesses that attract premium valuations and achieve stronger exit outcomes.

Making it Happen

Building an Exit-Ready Business

In this final session, Jonathan shows leadership teams how to move from theory into execution.

Understanding valuation drivers is only the beginning. The real opportunity comes from building alignment across the organisation around the operational, financial, and strategic disciplines that increase enterprise value over time.



JONATHAN DEMONSTRATES HOW LEADERSHIP TEAMS CAN:

- ✓ Identify valuation gaps
- ✓ Reduce owner dependency
- ✓ Improve accountability
- ✓ Strengthen leadership capability
- ✓ Build scalable systems
- ✓ Improve cash performance
- ✓ Create a business that becomes more attractive to buyers every year



JONATHAN SHOWS LEADERSHIP TEAMS:

- ✓ How to identify the biggest risks reducing valuation
- ✓ Which areas buyers focus on most during due diligence
- ✓ How to align teams around enterprise value creation
- ✓ How to create accountability around valuation drivers
- ✓ How to build a business that scales beyond the founder
- ✓ How to create long-term strategic optionality



The result is a stronger, more scalable, more transferable business — whether the owner exits next year or ten years from now.



What Makes Jonathan Different

Jonathan doesn't just 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

Practical insights from working with growing businesses.



Strategic financial frameworks

Proven models that drive clarity, performance, and value.



Leadership and execution insights

Helping teams align, focus, and deliver results.



Practical commercial application

Turning strategy into actionable steps that stick.



High-impact financial storytelling

Communicating the numbers behind the business value.



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

Proven Impact. Trusted by Leaders.

Real results. Lasting impact.

Jonathan's keynotes are designed to do more than inspire — they equip leaders with the clarity, frameworks, and confidence to take action and deliver measurable results.



OVERALL SUCCESS

Event organisers and audiences consistently rate Jonathan's keynotes as exceptional, engaging, and highly valuable — leading to outstanding feedback, repeat invitations, and strong word-of-mouth referrals.

THE IMPACT LEADERS EXPERIENCE



CLARITY THAT DRIVES ACTION

Complex concepts are made clear and practical, helping leaders understand what truly drives value.



PRACTICAL STRATEGIES THAT STICK

Leaders leave with proven frameworks and tools they can implement immediately in their business.



MEASURABLE BUSINESS IMPROVEMENT

Audiences report improvements in financial clarity, decision-making, execution, and overall performance.



STRONGER, MORE VALUABLE BUSINESSES

Leaders gain a deeper understanding of what drives valuation and how to build businesses that buyers want.



IMPACT THAT LASTS

Sessions create a shift in thinking that continues to drive better decisions long after the event.



The result is a keynote experience that is commercially powerful, highly practical, and immediately actionable.



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WHAT LEADERS SAY



"One of the best keynote sessions we've had. Practical, relevant and immediately applicable."

CEO, MANUFACTURING BUSINESS



"Jonathan's insights changed the way our leadership team thinks about value and growth."

FOUNDER, TECH SCALE-UP



"A master at making complex financial concepts simple and actionable."

EVENT DIRECTOR, BUSINESS CONFERENCE



Jonathan doesn't just inspire audiences — he equips them with the clarity and strategies to drive real results that last long after the event is over.