

KEYNOTE SPEAKER

THE HIDDEN VALUE INSIDE YOUR BUSINESS

**How Elite Entrepreneurs
Turn Financial Insights
Into A Strategic Advantage**

Jonathan Mond | The CEO Decision-Making Speaker

SCALING UP
CERTIFIED COACH



What Is Financial Excellence

Most businesses look at financial reports.

Very few know how to use them to create a competitive advantage.

For more than 15 years as a Chief Financial Officer, Jonathan sat alongside successful entrepreneurs building exceptional businesses. Time and again, he noticed the same pattern: many were making critical strategic decisions without fully understanding the financial consequences.

It wasn't because they lacked ambition or capability. It was because the financial story inside their business wasn't being translated into better leadership decisions.

Today, Jonathan combines his experience as an entrepreneur, Certified Scaling Up Coach and former CFO to help CEOs and leadership teams achieve Financial Excellence, the discipline of turning financial insight into better leadership decisions that improve cash flow, profitability and enterprise value. Through practical frameworks, engaging storytelling and real-world commercial experience, he helps leaders transform their numbers into a lasting competitive advantage.



What Sophisticated Buyers Really Look For When Valuing a Company

Looking Beyond the Multiple

Most business owners believe valuation is determined by a multiple.

Jonathan reveals what operators are assessing when uncovering the hidden value of a business, operational efficiency, cash flow strength, leadership alignment. Uncovering 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 their financial data to make better decisions, grow safely, and build businesses that are stronger, more profitable, and ultimately more valuable.



The Four Conversations Every CEO Should Have

This keynote takes audiences through four powerful ideas that fundamentally change how leaders think about growth, profitability, cash flow and enterprise value

1. 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 your leadership team*
- *Why Growth Alone Does Not Create Enterprise Value*

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

2. 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*

Leaders 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.

3. 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.

4. Creating Strategy From Your Financials

The keynote culminates with Jonathan's proprietary CEO decision making framework, **The Power of One**. Rather than overwhelming audiences with financial theory and spreadsheets, Jonathan demonstrates how small improvements across these key drivers can create significant increases in cash flow, profitability, and enterprise value.

Key Insights:

- *How small improvements create exceptional results*
- *How reading financials improperly impacts valuation*
- *How to use data to create stronger business strategy and manage cash flow constraints*
- *The importance of focusing teams around measurable drivers of performance*

Leaders leave knowing how to identify the financial drivers that will create the greatest impact in their business. The result is a practical roadmap for making better decisions, improving execution, and building greater enterprise value.

Bringing It All Together

From Financial Insight into Leadership Action

Every business has its own unique Power of One. Discovering it is only the beginning. The real opportunity comes from embedding it throughout the organization. Financial Excellence isn't created by understanding more numbers, it's created when every leader understands the drivers that matter most and uses them to make better decisions every day.

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

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*

**The businesses that create the most value don't have better financial reports.
They see them differently and that's why they make better decisions.**

Financial Excellence | Better Decisions. Better Business.

Jonathan Mond