



NEXUS

BUSINESS MANAGEMENT

NEXUS BUSINESS MANAGEMENT · EXPANSION COURSE

Grow Your Business

From a full plate to a thriving, growing business.

COURSE PROSPECTUS · with Annie Gibbins



THE OPPORTUNITY

You've built a business. Now build it bigger — sustainably

Getting to a working business is one thing. Growing it — without burning out, running out of cash, or losing what made it good — is another craft entirely.

Grow Your Business gives you the architecture: predictable revenue, real financial mastery, your first hire done right, leadership and culture, and the systems that let the business run without your hand on every lever.

It's practical, Australian, and honest by design — growth framed as a deliberate choice, never a promise, with the employment, tax and consumer-law realities flagged at every turn.

WHO IT'S FOR

Built for founders ready to grow

THE ESTABLISHED OWNER

Your business works, but you're the bottleneck. You want to grow revenue, build a team, and get your life back.

THE NEXT-LEVEL FOUNDER

You're ready to move from doing everything yourself to building the systems, people and rhythm that let it grow.

THE PATHWAY

Where this sits in your journey

A three-course path: START sets up the business, GROW grows it, SCALE multiplies it.

FOUNDATION

START

Set the business up, legally and well.

EXPANSION

GROW

Grow it to a thriving, profitable business.

ENTERPRISE

SCALE

Multiply it into an enterprise that runs without you.

WHY THIS COURSE

Growth, built on solid foundations

01

Sustainable by design

Growth at a pace you can sustain – protecting your cash, your people and your wellbeing.

03

Financial mastery

Profit First, margins and cashflow – so growth makes you money, not just busier.

02

Your first hire, done right

Employee vs contractor, Fair Work, super and tax – the things that catch good founders out.

04

Honest about value

Build genuine business value and options – framed clearly, never as a promised payday.

THE CURRICULUM

What's inside Grow Your Business

11

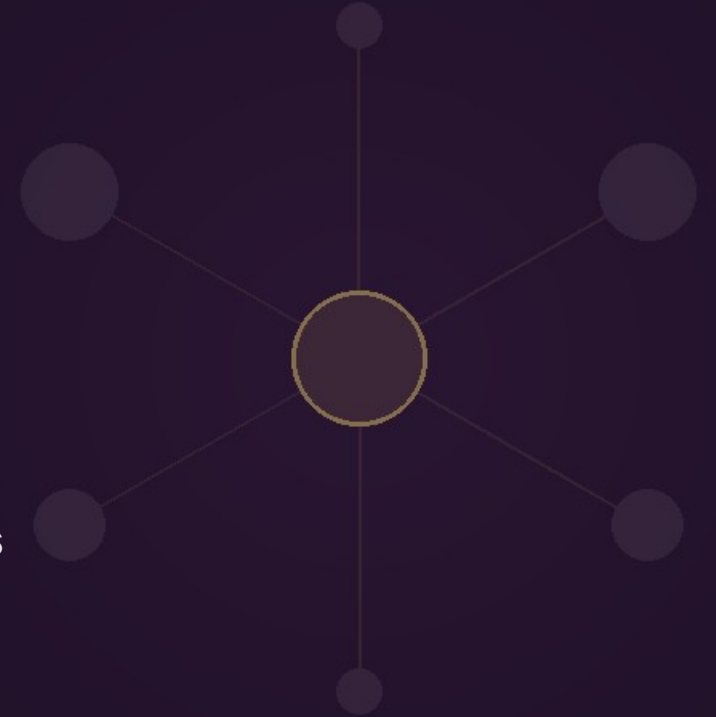
MODULES

32

LESSONS

32

WORKBOOK PAGES



Eleven modules, thirty-two video lessons with Annie, a complete companion workbook, and a knowledge check – self-paced, with lifetime access.

THE CURRICULUM

The curriculum — modules 1 to 6

1 The Growth Mindset

Deliberate, sustainable growth on your terms.

2 Revenue Architecture

Pricing, offers and recurring revenue.

3 Financial Mastery

Profit First, margins and managing cash.

4

Customer Growth

Retention, lifetime value, growing your base.

5

Sales & Conversion

A repeatable sales process that converts.

6

Your First Hire

Employee vs contractor, Fair Work, super, tax.

THE CURRICULUM

The curriculum — modules 7 to 11

- 7 Leadership & Culture**
Leading people, culture and fair process.
- 8 Operational Excellence**
SOPs, rhythm and delegation that holds.
- 9 Building Business Value**
Reducing owner-dependence, building value.

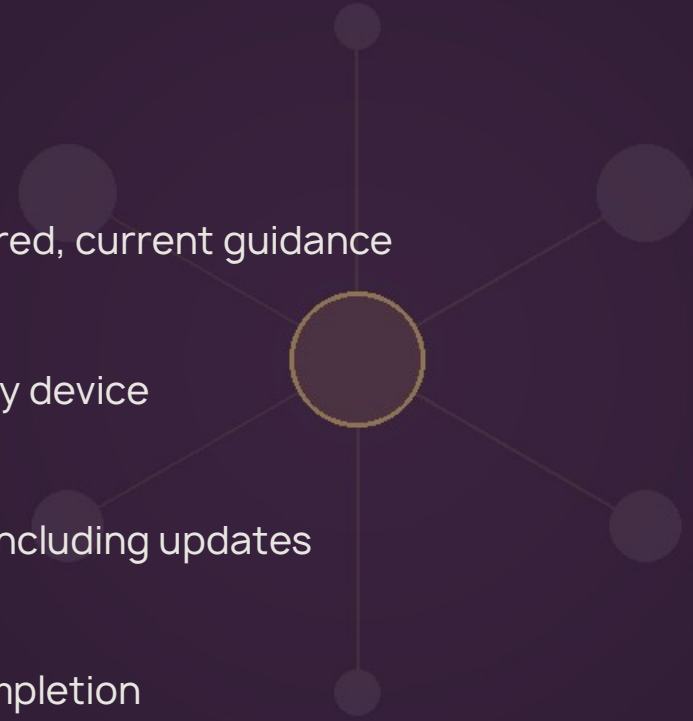
- 10 Your 12-Month Plan**
A one-page plan and the rhythm to drive it.
- 11 The Bridge to SCALE**
Knowing when, and whether, to scale.



WHAT'S INCLUDED

Everything you get

- ✓ 32 video lessons with Annie Gibbins
- ✓ A 32-page companion workbook
- ✓ An auto-marked knowledge check
- ✓ Frameworks, templates and checklists
- ✓ Australian-anchored, current guidance
- ✓ Self-paced, on any device
- ✓ Lifetime access, including updates
- ✓ Certificate of completion



FORMAT, ACCESS & CERTIFICATE

How the course works

Watch, then do

Short, focused video lessons paired with a workbook page each, so every idea becomes a decision you make about your own business.

Yours for good

Lifetime access on any device, the workbook to keep, and a certificate when you finish.



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YOUR INSTRUCTOR

Annie Gibbins

A Grand Stevie Award-winning business leader and chief executive of more than fifteen years, a registered nurse turned educator, and the author of 17 books. She has built and led organisations, mentored founders, and teaches the practical, honest business craft she has learned firsthand. She holds a Bachelor of Health Science and a Master of Education, and is a graduate of the Australian Institute of Company Directors.

“Growth should give you your life back — not take it. We’ll do it the sustainable way.”

WHAT YOU'LL WALK AWAY WITH

What you'll walk away with

- ✓ A clear revenue and pricing architecture
- ✓ Real command of your numbers
- ✓ Your first hire, done lawfully
- ✓ A culture and leadership rhythm

- ✓ Documented systems that hold
- ✓ A more valuable, less owner-dependent business
- ✓ A one-page 12-month growth plan
- ✓ Clarity on whether to scale


ENROLMENT

Enrol in Grow Your Business

ENROL IN GROW YOUR BUSINESS

\$997

AUD · self-paced · lifetime access · includes
the workbook & knowledge check

- ✓ 11 modules, 32 lessons
 - ✓ 32-page companion workbook
 - ✓ Knowledge check & frameworks
 - ✓ Lifetime access & free updates
 - ✓ Certificate of completion
- 

General education only – not legal, financial, tax or business advice. Confirm specifics at the relevant primary source (business.gov.au, ASIC, the ATO, Fair Work, the ACCC) or with your own qualified adviser.

COMMON QUESTIONS

Common questions

Is my business ready for this?

If you have a working business and want to grow it deliberately, yes. START covers setting one up from scratch.

Will it help me hire my first person?

Yes – a full module on employee vs contractor, Fair Work, super and tax, with prompts to confirm specifics.

Does growth mean working more?

Not here. The whole approach is sustainable growth that builds systems and a team, so you work on the business.

Is this advice for my situation?

No – general education. It helps you make informed decisions and know what to confirm with your adviser.



NEXUS

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Grow it well. Grow it to last.

A thriving business, built sustainably.

Explore at nexusbusinessmanagement.au

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