



NEXUS

BUSINESS MANAGEMENT

NEXUS BUSINESS MANAGEMENT · ENTERPRISE COURSE

Scale Your Business

From owner-operator to true business owner.

COURSE PROSPECTUS · with Annie Gibbins



THE OPPORTUNITY

Build an enterprise that runs — and is worth something — without you

Scaling isn't just doing more. It's a different game: leading through others, multiplying a proven model, and building a business that runs, and holds real value, without you in the middle of everything.

Scale Your Business takes you from operator to CEO — financial architecture, a leadership team, systems that scale, multi-site and franchising, the demand engine, acquisition, enterprise value and equity, and one day, your exit.

It is honest by design: no promise of income, valuation or a sale. Scaling is a deliberate choice, made sustainably, with specialist legal, tax and financial advice flagged at every high-stakes turn.

WHO IT'S FOR

Built for founders ready to scale

THE OWNER-OPERATOR

Your business is profitable and proven, but it still depends on you. You're ready to build the team and systems to multiply it.

THE FUTURE CEO

You want to think and lead like a CEO — building enterprise value, weighing acquisition, and planning, one day, your exit.

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

The CEO's craft, taught honestly

01 Operator to CEO

The real shift — working ON the business, leading through others, and letting go.

03 High-stakes, handled

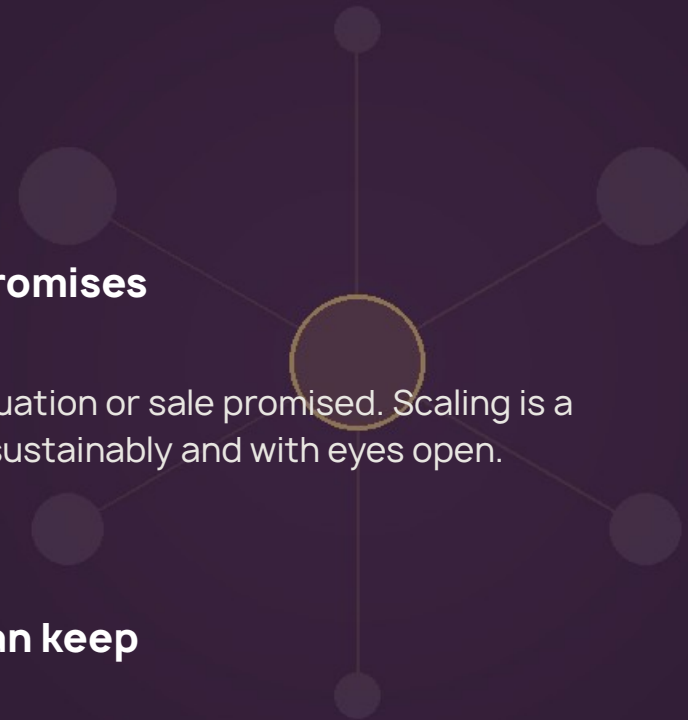
Franchising, acquisition, equity and exit — each with clear prompts to engage specialist advisers.

02 No empty promises

No income, valuation or sale promised. Scaling is a choice, made sustainably and with eyes open.

04 Value you can keep

Build a transferable enterprise that gives you options and freedom — not just a bigger job.



THE CURRICULUM

What's inside Scale Your Business

12

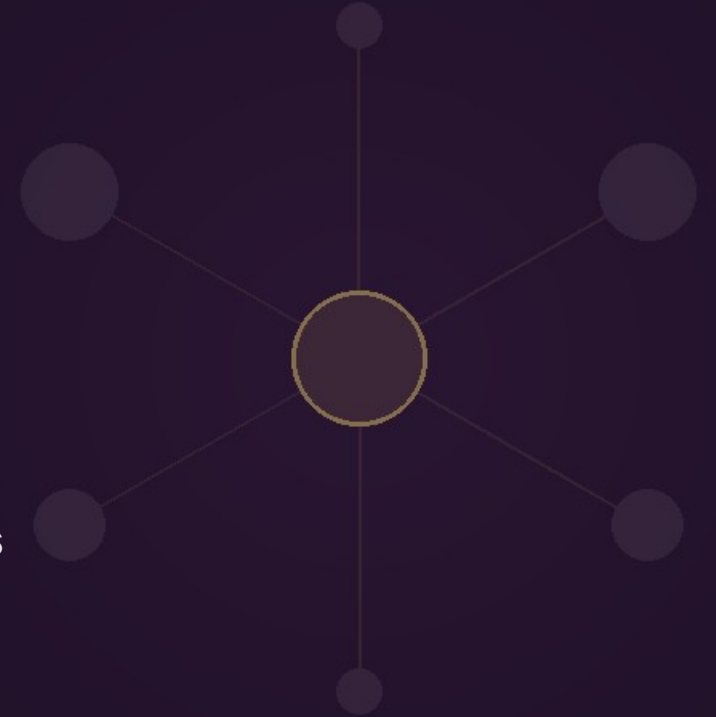
MODULES

40

LESSONS

39

WORKBOOK PAGES



Twelve modules including a foundations primer, forty video lessons with Annie, a complete companion workbook, and a knowledge check – self-paced, with lifetime access.

THE CURRICULUM

The curriculum — modules 0 to 5

0

If You're Starting Here

The foundations you need before you scale.

1

The CEO Shift

From operator to CEO, working ON the business.

2

A Business That Replicates

A documented, repeatable, proven model.

3

Financial Architecture

Unit economics, funding, controls and risk.

4

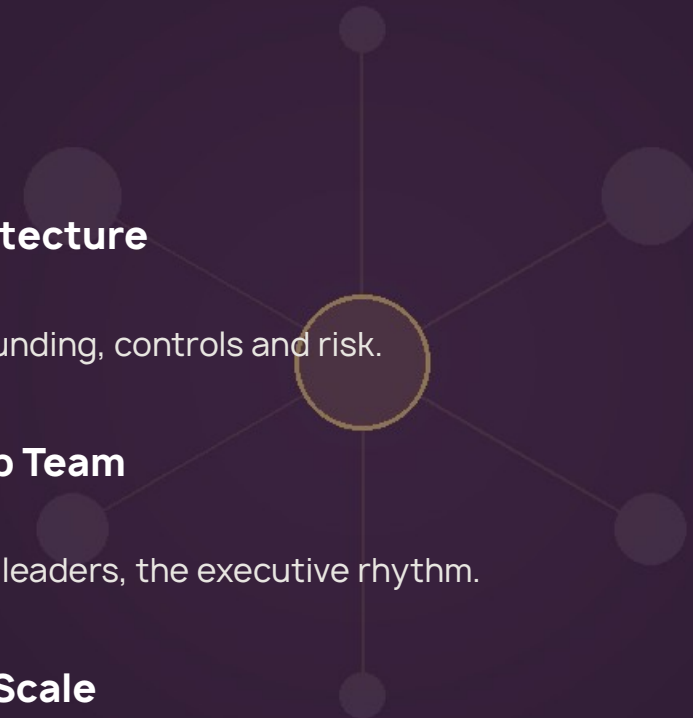
The Leadership Team

Org design, hiring leaders, the executive rhythm.

5

Systems That Scale

Automation, process, the self-managing organisation.



THE CURRICULUM

The curriculum — modules 6 to 11

6 **Multi-Unit & Location**
Replication, multi-site and franchising.

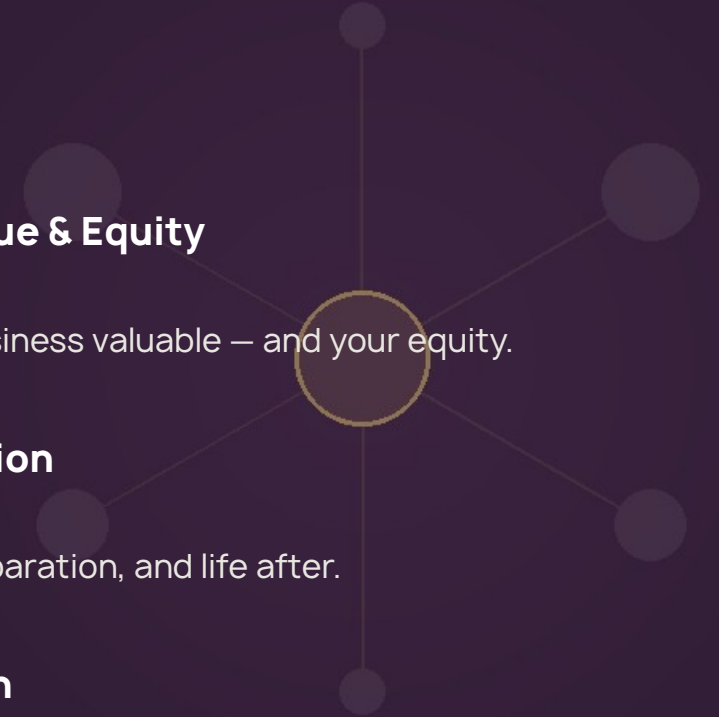
7 **The Demand Engine**
A predictable engine, brand and sales at scale.

8 **Growth by Acquisition**
Buying growth, with eyes wide open.

9 **Enterprise Value & Equity**
What makes a business valuable — and your equity.

10 **Exit & Succession**
Your options, preparation, and life after.

11 **Your Scale Plan**
Pulling it together — sustainably.

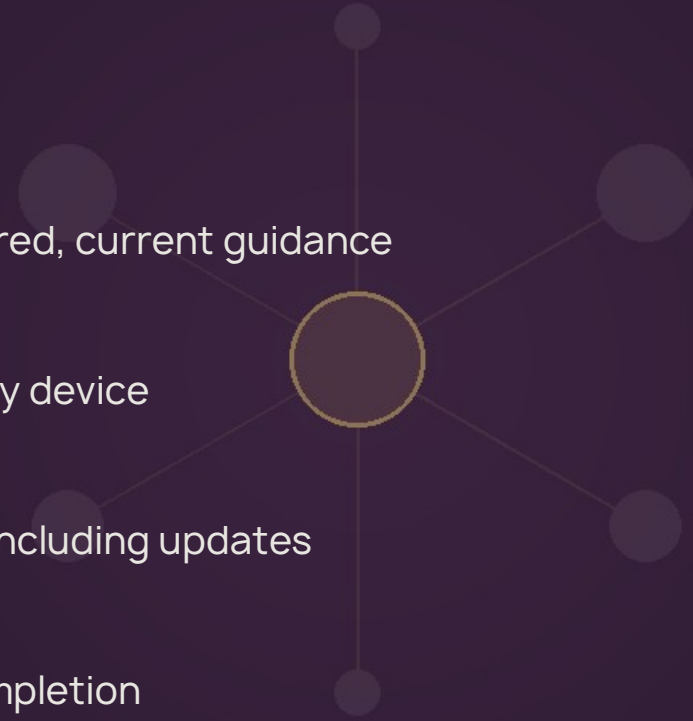


WHAT'S INCLUDED

Everything you get

- ✓ 40 video lessons with Annie Gibbins
- ✓ A 39-page companion workbook
- ✓ An auto-marked knowledge check
- ✓ Tools: org design, risk, value & more

- ✓ 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, candid video lessons paired with a workbook page each – turning enterprise strategy into decisions about your own business.

Yours for good

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



NEXUS

BUSINESS MANAGEMENT



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.

“Scaling should buy you freedom, not cost you your health. We’ll build something that runs without you.”

WHAT YOU'LL WALK AWAY WITH

What you'll walk away with

- ✓ The CEO shift – working ON the business
- ✓ A documented, replicable model
- ✓ Financial architecture for scale
- ✓ A leadership team and executive rhythm
- ✓ Systems for a self-managing organisation
- ✓ A predictable demand engine
- ✓ Clarity on acquisition, value and equity
- ✓ A plan for exit – and for scaling sustainably

ENROLMENT

Choose how you'll scale

MOST CHOSEN

SELF-PACED

\$1,497

The full course – 12 modules, 40 lessons – with the companion workbook and knowledge check. Self-paced, with lifetime access.

MASTERMIND

\$4,950

Everything in Self-paced, plus a guided group program: live sessions, peer accountability, and access to Annie as you build your scale plan.

ADVISORY

\$9,950

Everything in Mastermind, plus one-to-one advisory with Annie, tailored to your business and your next stage of growth.

Prices in AUD. Tiers and inclusions are indicative and can be tailored to your offering. 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 to scale?

Module 0 helps you check. Scaling multiplies whatever's already there – so a proven, profitable, systematised business comes first.

Does this promise a big exit?

No. It promises the map, tools and honesty to build value and options. Outcomes depend on you, your market and your advice.

Will it cover franchising and acquisition?

Yes – both, candidly, including the Australian legal realities and a firm steer to engage specialist advisers.

Is this advice for my situation?

No – general education. High-stakes decisions (structure, equity, franchising, exit) need your own qualified advisers.



Scale it.

Own it.

Live well.

From owner-operator to true business owner.

Explore at nexusbusinessmanagement.au

hello@thenexuscollective.au · nexusbusinessmanagement.au

