

MYMAX

Develop
Advise
Invest

The Program for Owners Ready to Work on What's Next....

Build a business that works for you.
Lead with clarity. Create the future.

7OMP

OWNER MANAGER PROGRAM

The leading development program
for Australian private business
owners turning over \$5m–\$100m

PUSH POTENTIAL

MYMAX.com.au

What got you
here won't
necessarily
get you there.

Better starts today



You Own a Successful Business

But as your business develops, your role has to change.

Being close to everything, making all the decisions, solving all the problems and knowing the business inside out can become harder to sustain over time.

You may find yourself:

- **Too involved in the day-to-day** — when you should be focused on the bigger picture
- **Still the person everyone turns to** — making you the bottleneck for decisions and progress
- **Working harder, not necessarily smarter** — with complexity growing faster than your capacity
- **Unsure what deserves your attention next** — whether that's growth, people, succession or preparing for an exit
- **Looking for a different perspective** — because the usual advice, courses or conversations aren't quite enough anymore
- **Wanting more** — greater value, more freedom and more choice about your future

You didn't get into business just to spend your life running it.
You wanted to create opportunity, financial security and the life you want.

The next stage starts with changing the way you lead.

Why Owners Can Stall

What once worked in your business can start to hold it back.

Instinct, effort and resilience can drive progress — you make quick decisions, solve problems personally and stay close to every part of the operations.

But as the business develops, complexity grows with it.

- You take on greater responsibility.
- Markets change.
- Good people are harder to find and manage.
- And an exit or succession looms.

The things that made you successful can become the very things that limit the next stage of your business.

This is not failure. It's a natural stage in the life of a private business.

The question is not whether you've reached it. The question is what you do next.

The Owner Manager Program exists for this exact moment.

The Owner Manager Program

Over five months, the Owner Manager Program gives you the space to step back from the day-to-day, challenge your thinking and focus on what will move you and your business forward.

Designed specifically for owners of private businesses turning over \$5m–\$100m or with more than 15 staff, OMP combines practical tools, specialist expertise and the perspective of other experienced owners.

You and your business are the case study.

You'll work on the real issues, decisions and opportunities in your own business — building the clarity and capability to lead its next stage.

20+ 

Years working with
Private Business Owners

375+ 

Owners completed
the OMP

91 

Net Promoter Score

The Experience Behind the OMP

Developed from deep roots in private business and entrepreneurship.

For more than 20 years, MYMAX has worked exclusively with private business owners — helping them push potential, build value and maximise both business and life.

The Owner Manager Program grew out of work at The University of Queensland and the International Centre for Entrepreneurship, bringing together research, education and real-world private business experience.

Today, that experience spans the ownership journey, giving us a deep understanding of the opportunities and challenges that come with building, leading and ultimately exiting a successful private business.

Driven by experience



Chris Robinson

Chris has over 40 years of deep business experience. In 2004, as CEO, Chris led a \$100M buyout of Amart All Sports. Over the following years he doubled revenue from \$100M to \$220M before purchasing Rebel Sport in 2007. After leaving Amart in 2007, and finding retirement boring, MYMAX was born - a consulting and investment firm. Chris has worked with many companies on extreme growth and exit strategies including Lorna Jane, Princess Polly, On the House, Sequel Drill & Blast, Richard Jay and Coastal Dental Group.



Rob Douglas

Rob has grown and exited businesses in New Zealand, Australia and Canada. He was the Director of NZ's largest private business performance research centre, collecting data from over 8,000 private businesses per annum to advise accountants and franchise groups. He has worked in startups and commercialisation, run executive leadership programs in Australia, NZ and Asia and developed a US market entry program for Lorna Jane, OneSteel and others in partnership with Wharton Business School.

Today, MYMAX works with private business owners in three ways:

DEVELOP

Building the capacity to lead and grow

ADVISE

Providing ongoing specialist guidance on the decisions that matter

INVEST

Securing funding and exit opportunities for the long term

Why a Program?

Different program or advisory options solve different problems.

- **FORMAL EDUCATION** = Gain knowledge and broader business information.
- **BUSINESS ADVISOR** = One person's advice or solving a specific business challenge.
- **COMPANY DIRECTOR COURSES** = Focus on governance knowledge and capability.
- **MONTHLY BUSINESS GROUP** = Peer support for day-to-day business issues.
- **OWNER MANAGER PROGRAM** = You and your business are the case study. Apply proven tools and frameworks to your real challenges, learn from a range of specialists and fellow owners, and build the capability to lead what's next.

Five months to work on your business — and yourself as its leader.

Over five months, you focus on stepping out of the day-to-day and working on what matters next.

- **Challenge your thinking**
Look at your business, your role and your assumptions from a different perspective.
- **Work on the business**
Focus on the strategic issues that are difficult to address when you're constantly pulled into the operational.
- **Connect with others**
Spend time with owners facing similar challenges, sharing experiences and perspectives you won't get from your usual network.
- **Apply what you learn**
Use practical, proven tools to work through the real issues in your business — not hypothetical case studies.
- **Be held accountable**
Keep the momentum going between sessions and turn insight into action.
- **Build lasting value**
Develop the thinking, leadership and discipline needed to lead the business through its next stage of improvement, growth, exit, or succession.

Not just more knowledge.

A different way of thinking, leading and building your business.

What Your Five Months Will Look Like

Residential Immersion

OMP is designed as a fully immersive, residential experience held over three days a month for five months.

By stepping away from daily distractions, you gain the space to think, reflect and focus more clearly on building the business and life you want.

The environment is supportive, confidential and challenging — designed to bring out your best thinking.

You won't sit in a classroom talking about someone else's business. You'll work on yours.

The program is hosted at a boutique venue near Brisbane, with private accommodation and high-quality catering — allowing you to focus entirely on your development.

Expert Guidance

Each program is led by two dedicated facilitators and supported by over 20 specialist presenters who bring practical, real-world expertise.

Peer Network

You will join a carefully selected group of like-minded owners who share similar challenges and ambitions. These relationships often last well beyond the program.

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The opportunity to form friendships with other business owners outside the formal sessions, combined with the quality of the presenters and sessions, was incredibly valuable. Everything was extremely relevant to us as business owners, particularly compared with other management courses on offer.

Louisa Tillig, Gabbin Paper Tubes

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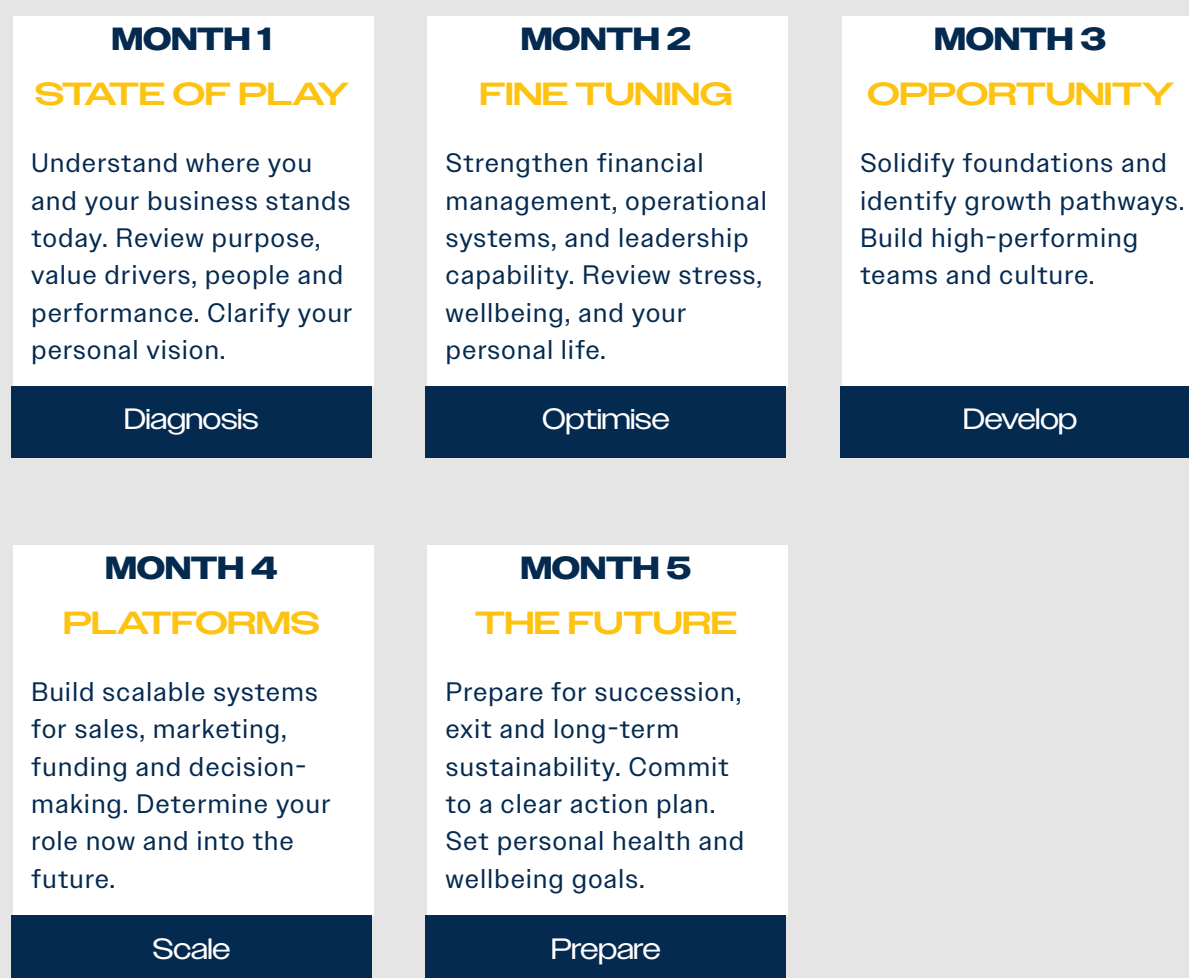
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Your Five Month Transformation

The Owner Manager Program is delivered in five intensive three-day blocks, held monthly.

Each block builds on the last, creating momentum and accountability.



This structure ensures learning becomes application – not theory.

Following the program, participants may access ongoing MYMAX advisory support should they choose.

What Changes For You

Most owners join OMP wanting to improve their business. What they often discover is that the biggest change starts with them.

➤ Clearer thinking

➤ More time

➤ Stronger confidence

➤ Less stress

➤ Better decisions

➤ Renewed motivation

For many, OMP becomes a defining moment in their ownership journey.

An independent review of OMP alumni found that:

95% ➤

of alumni said OMP gave them personal and business clarity and direction

98% ♥

of alumni reported OMP has had a positive impact on their personal wellbeing

98% ↺

of alumni described OMP as a catalyst for change

You don't just return to work with new ideas. You return with a new perspective.

You'll wish you did this years ago.

What Changes For Your Business

When you change the way you think, lead and make decisions, the impact flows through your business.

Independent analysis of OMP alumni businesses* shows measurable improvement in performance, growth and opportunity.

Business Performance

20% 

Average annual
revenue growth

222% 

Average profit
improvement

63% 

Average growth in
employees

Business Impact

88% 

Reported a positive
impact on their business
performance

39% 

Expanded into new
domestic or international
markets

75% 

Reported an increase in
profitability

Economic Impact

10K+ 

Staff employed by OMP
alumni

\$7.4B 

Revenue of OMP alumni
in 2022

* Statistics taken from a study analysing 10 years of OMP alumni businesses (277) and the impact of OMP on the owner and their business. Study undertaken by Samantha Rush, PhD candidate with the University of Queensland, researching decision making.

The result is a stronger, more valuable business — with greater capacity and more options for the future.



Led by People Who've Been There

OMP doesn't give you just one business advisor's perspective.

Work alongside multiple experienced business leaders who understand the realities of ownership, growth and leadership.

Two dedicated facilitators guide you throughout the program, supported by specialist practitioners who bring practical expertise, real-world experience and proven frameworks.

Expect:

- **Multiple perspectives** — not one person's view
- **Real-world expertise** — from people who know their field
- **Practical guidance** — grounded in your business, not theory
- **Honest challenge** — always with your best interests in mind



Shirley Smith



Liz Wotherspoon



Andrew MacDonell



Nadia Taylor



Damien Rossi



Anthony Davidson



Chris Robinson



Mandy Johnson



Nashon Pinto



Michael Field



Rob Ashley



Ben Byth



Sven Hansen



Barry Johnson



Rob Douglas

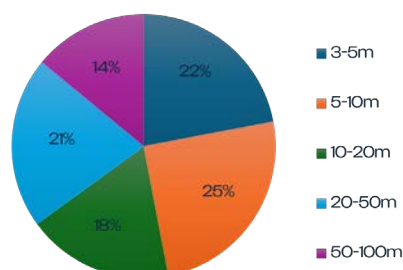
Trusted by 375+ Owners

From construction to tech, retail to manufacturing — OMP owners share ambition, integrity and scale.

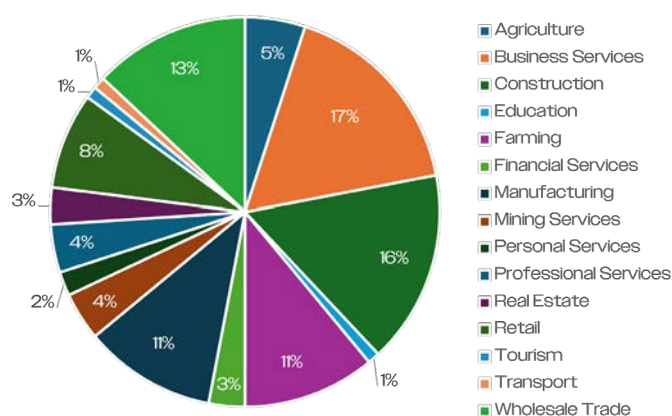


Breakdown of the size and industry of businesses that have completed the Owner Manager Program.

Participants by Revenue \$m



Participants by Industry





Can OMP help me prepare for succession?”

Alumni Profile: Joanne Payne, Sequel Drill & Blast

Joanne and her husband have provided drilling and blasting services in the construction and mining sector for more than three decades. Their company, Sequel Drill & Blast, operates on the eastern seaboard of Australia, handling a wide range of technical and close proximity blasting and drilling challenges....

Joanne did the OMP while embarking on a succession plan for her family business. ‘I needed to upskill myself because I’d always been the owner operator and I knew that I had to train my two sons to take on that task.’

On the program, Joanne joined other like-minded people, working flat out on their businesses with ambition and determination. ‘I think that’s a fantastic network to have. That surprised me the most, the fact that you had access to all of the people that could make a difference in your decision-making at your fingertips, even beyond the program.’

Joanne found the social aspects of the program helped to stimulate thought-provoking discussions. ‘You’ve got a group of people who you can talk openly and candidly about not only the issues in your business but the successes in your business. That’s something that most business owners don’t have.’

While hesitant at first at the prospect of stepping out of her business, Joanne quickly came round to the idea. ‘It is a big time commitment, but it teaches you that your world doesn’t fall apart at three days a month, and that gives you added confidence in your staff.’

Upon completing the program, Joanne had the confidence to make some tough decisions, which have ultimately helped to grow her business’s turnover.

In the year following the OMP, a major trade acquisition from private equity saw Joanne double her turnover and she sold the majority interest to a \$1B Chinese public company, with Joanne remaining on as the General Manager.

‘If I hadn’t done the OMP I don’t think I would have had the courage to look at some of the avenues that I’ve pursued...they taught me where I needed to go and what I needed to do.’

“

Does this actually translate into growth?”



Alumni Profile: **Adam Dilworth, Fruitlink**

Adam runs Fruitlink, based in the Brisbane Markets, with his business partner, Doug Rylance. Fruitlink supplies a vast range of supermarkets and independent retailers in NSW and Queensland with fresh food. The focus is quality produce and personal service.

Adam did the OMP with a group of 20 business owners in 2016. 'It was a good group – it covered a fairly broad spectrum of businesses and there was a lot of interaction.' For Adam, the program lived up to his expectations. 'It delivered in all respects – yeah, I was pretty impressed.'

The residential component worked for Adam. 'I think it made you commit and it worked socially with the bigger group too which was good.'

For Adam, the quality of the facilitators was a key ingredient in the success of the OMP. 'All the people they've got were high calibre. Forget about having a bit of a yawn and a catnap at the back, they managed to keep our attention.'

And the inclusion of Dr Toby Ford's sessions was a standout. 'I've actually been going to his clinic over the last ten years, so I knew what was coming. It was a bit of a wake-up for others in the room though – he really makes you think

about your own health situation.'

Adam enjoyed drilling deeper into the businesses of the other people in his group. 'We dissected four businesses. I was in a group of four and we really dug deep into three other businesses and that was really interesting, really valuable.'

Adam is keen to keep in touch with participants from his program and the facilitators too. 'I've had contact with each of the main facilitators on a business level. It's been good to get their continued input.'

Fruitlink has grown considerably since Adam completed the program. 'We've had two years in a row of pretty well double digit growth or close to double digit growth. A lot of that growth is from strategies that we've implemented post the program. We've seen clear improvement in both revenue and bottom line.'



“

**Does it change
me personally as
a leader?”**

Alumni Profile: Craig Percival, Woollam Constructions

Craig became the Managing Director of Woollam Constructions in 2015 after taking a shareholding in the company in the early 2000s. His background ‘on the tools’ gives him a unique understanding of the technical challenges his team faces and insights that drive efficiencies and outcomes for his company and his clients.

Craig’s experience with the OMP is typical of someone who’s so busy doing what they’re doing that they’re completely unprepared for a course that literally jolts their brain into action. ‘It’s a bit of a long story – but the previous MD and I switched places at the very last minute and I didn’t know much about the course at all. Within a couple of hours of sitting down, I thought “Strap yourself in, this is going to be really good”.’

Craig acknowledges the serious commitment you have to make when taking the program on, but equally recognises the importance of taking time out to focus on the things that bring success – not just in business, but personally too.

‘Getting time away – having some good food and a few beers with like-minded people – it just works. You get to know them – and you start thinking outside the square.’ And for

some, there are some unexpected outcomes that help them to recognise the bigger picture.

‘The facilitators challenged the group to ask people in a close relationship with us what they wanted from us. When we got back to the program, one guy got a bit emotional – he told us that he’d asked his wife and she’d said, “I don’t care about the money. I just want you to be happy.” It was a huge weight off his shoulders.’

For Craig, his program mates became much closer than expected. ‘I mean, I’ve got some close friends... but not one of them would I share 100% of what’s in my head or heart – I just don’t want them to worry about me and I guess it’s a bit of pride on my part. But in that room – there were no secrets. You almost wanted to get there and put things on the table to see what people would say.’

Common Questions - Honest Answers

You've got a business to run.

With investments to manage and people relying on you, you may have concerns about stepping away from your business.

I'm too busy.

'I found that the program gave me permission to take time off and it gave me a lot of motivation to put the steps and processes in place to have somebody else there leading... and to get the flexibility back that I hoped I would get from running my own business.'

Susan Cottrell, The Body Refinery

I can't afford to spend money on my own development.

'It is worth every penny when you're walking out of it. The return on investment you make here will just be made so quickly when you walk back into your own business.'

Kendall Tait, Tait Auto Group

I already have an MBA. I don't need to do more.

'OMP was one of the best experiences of my life. Everyone in the room was a business owner and the content was directly targeted to the owners of mid-sized businesses. I would highly recommend it to anyone who has already completed an MBA.'

Craig Lipman, EDI Solutions

I don't want to be in a group full of competitors.

'Great care is taken to ensure like-minded participants are chosen for each program from a range of different industries. All participants are successful and dedicated business owners and the course is built to equip you, both personally and professionally, to improve your business.'

Rob Douglas, MYMAX

I don't want to share my financials with a group of other business owners.

'There is no requirement to share financial information with the group - each individual can decide what they want to bring to the course. We completely respect your right to privacy and even if you don't share information, you still gain an enormous amount from the course.'

Rob Douglas, MYMAX

I'm sceptical of business programs that promise a lot.

'Other programs show you this new paradigm of doing something and you go back to the office, you put it in a drawer and you never look at it again. This is very different... I was surprised by how impactful it was in my way of working.'

Peter Sanderson, OneTeam IT

No one else understands what I do. I run a unique business and I work alone at the top.

'Being an owner can sometimes be a really lonely place and to actually bounce things off other managing directors or owners was so warm, it made me walk away feeling happy and wanting to go implement straight away.'

Jason McPherson, Croker Grain

We already have a business advisor.

'I find OMP excellent for owners who have a one-on-one business advisor. Many owners are playing not to lose. They often lack peace of mind, confidence to grow, and banker support. OMP helps them step back, challenges their thinking, and learn from specialists and other business owners. They come back with greater clarity, better questions and new ideas that we can work through together.'

Rob Ashley, MYMAX Advisory



Start with a Conversation....

Entry into the Owner Manager Program starts with a confidential conversation about you, your business and what you want to achieve.

It's an opportunity to:

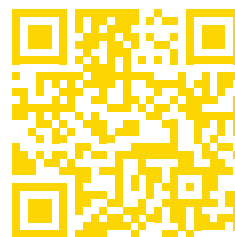
- Understand your business
- Clarify your goals
- Assess program fit
- Answer your questions

There is no obligation. Just a practical conversation about where you are — and where you want to go.

Book a Confidential Conversation

Scan the QR code or visit our website to arrange a time to chat.

mymax.com.au/book-a-call



Not quite ready for OMP?

Start with Owners Intensive

1.5 days to step out of the day-to-day, challenge your thinking and get clear on the next stage for you and your business.

Owners Intensive is a practical working session for owners who know they're ready for what's next — but want to get some clarity before committing to a bigger program or ongoing advisory services.

You'll leave with:

- **CLARITY** — A clearer view of where you and your business need to go next.
- **FOCUS** — The priorities that deserve your attention now.
- **A PLAN** — A practical, actionable plan to move forward.

Want to go deeper?

If OMP is the right next step, your Owners Intensive fee comes off your OMP registration.

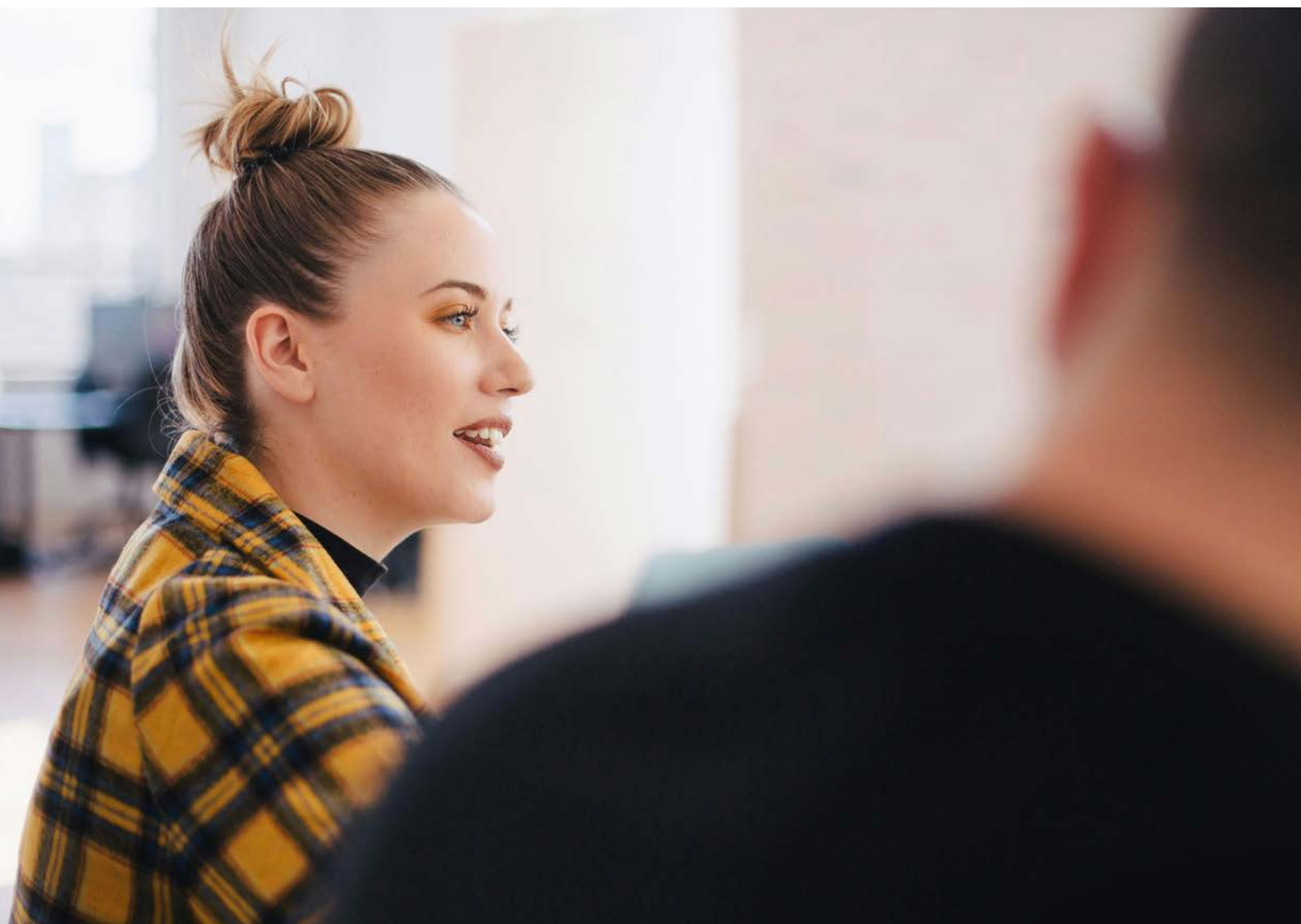
Curious about Owners Intensive?

Ask us about it when we chat or head to mymax.com.au/owners-intensive.





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