

THE SCALE COURSE FOR ESTABLISHED PRACTICE OWNERS

# Scale Your Practice

*From owner-operator to business owner*

[COURSE PROSPECTUS](#)



*with Annie Gibbins*

## THE OPPORTUNITY

# You built a practice that works. Now build one that doesn't need you.

You did the hard part. You opened, you grew, and now you have a profitable practice and a team that depends on you. And somewhere along the way, you became the ceiling — every clinical question, every hire, every number routes back through you.

More growth just means more of you, and there is only so much of you to go around. SCALE answers the next question: how do you build a business that creates value whether or not you turn up — one that runs on more than one practitioner, in more than one room?

Every scale-stage risk is anchored to its primary Australian source — so you know exactly where the costly mistakes live, and how to step around them.

WHO SCALE IS FOR

# Built for established owners ready to scale

## OWNER-OPERATORS HITTING THEIR CEILING

A profitable practice and at least one team member — and the sense the business has grown as far as one person can carry it.

## FOUNDERS BUILDING TOWARD EQUITY & EXIT

Weighing multi-site growth, acquisition, sharing equity with key people, or an eventual sale or succession — and wanting it done right.

WHERE SCALE FITS

# The course that multiplies what you built

A three-course path for health practitioners: START sets up the business, GROW grows it, SCALE multiplies it — more revenue, locations and leverage.

COURSE 1

## START

YOUR PRACTICE

Set up the business properly

COURSE 2

## GROW

YOUR PRACTICE

Grow to \$100k and beyond

COURSE 3 · YOU ARE HERE

## SCALE

YOUR PRACTICE

Multiply revenue & reach

## WHAT MAKES SCALE DIFFERENT

# Practical, proven, and built for Australia

## 01 The best frameworks, made practical

Harnish, Wickman, Gerber, Collins, Warrillow — distilled, attributed, and turned into moves you can make in a real practice.

## 03 Anchored to Australia

Structures, the contractor & payroll-tax trap, equity and exit grounded in the ATO, State Revenue Offices, AHPRA and ASIC.

## 02 Tools and models, not just theory

From a unit-economics calculator to an enterprise valuation model — you build your scale plan as you learn.

## 04 Honest by design

Education, not advice — and never an income, valuation or sale promise.

THE CURRICULUM

# Twelve modules. Ten pillars.

12

MODULES

40

VIDEO LESSONS

10

PILLARS

3

YEAR SCALE PLAN

Scale Leadership

The Replicable Model

Financial Architecture

The Leadership Team

Systems That Scale

Multi-Site Growth

The Demand Engine

Acquisition

Enterprise Value

Exit & Liquidity

THE CURRICULUM

# Modules 0-5

## 00 If You Are Starting Here

The bridge from GROW — and an honest readiness check.

## 01 The CEO Shift

Technician to CEO, and a three-year vision the team pulls toward.

## 02 A Business That Replicates

Productise the service and cost your next practitioner or room.

## 03 Financial Architecture for Scale

Structures, group cashflow, and the payroll-tax trap.

## 04 Building the Leadership Team

An accountability chart, and hiring leaders — not just clinicians.

## 05 Systems That Scale Without You

One operating system and governance across many rooms.

THE CURRICULUM

# Modules 6-11

## 06 Multi-Site & Multi-Practitioner Growth

Deepen or widen — decided on evidence, not ambition.

## 07 The Demand Engine at Scale

A brand and a pipeline bigger than the founder.

## 08 Growth by Acquisition

Build vs buy, due diligence, and the integration that's hardest.

## 09 Enterprise Value & Equity

What it's worth, and sharing equity without giving it away.

## 10 Exit, Succession & Liquidity

Trade sale to succession — and getting exit-ready.

## 11 Your Scale Plan & What's Next

A dated plan, a board rhythm, and the founders' mastermind.

## WHAT'S INCLUDED

# Everything you need to actually scale

- ✓ **40 video lessons** — Self-paced across all twelve modules.
- ✓ **Quizzes & final assessment** — A check for every module.
- ✓ **Interactive workbook** — Build your scale plan as you learn.
- ✓ **Practice Scale certificate** — Your credential on completion.
- ✓ **12 tools & models** — From unit economics to valuation.
- ✓ **A 12-36 month scale plan** — Leave with a dated plan and rhythm.
- ✓ **Module worksheets** — Turn each lesson into decisions.
- ✓ **Lifetime access** — On any device, yours to keep.

FORMAT, ACCESS & CERTIFICATE

# Self-paced rigour, with a room of peers

## How you learn

Self-paced video you can work through about one module a week, with lifetime access. Step up to the Mastermind for a founders' cohort, live strategy sessions and a private peer room.

## Your certificate

Complete the modules and pass the final assessment to earn the Practice Scale certificate. Whether it counts toward CPD is for your association or National Board to confirm.

YOUR INSTRUCTOR

# Annie Gibbins



A Grand Stevie Award-winning business leader, a registered nurse turned educator, and the author of 17 books. Over more than fifteen years she has led five of the professional associations health practitioners belong to. She holds a Bachelor of Health Science and a Master of Education, and is a graduate of the Australian Institute of Company Directors.

*“SCALE is the path from owning a job to owning a business that can outlast you.”*

WHAT YOU'LL WALK AWAY WITH

# By the end of SCALE, you will have...

- ✓ A three-year vision and a redesigned founder week
- ✓ A clinical governance that holds across many practitioners
- ✓ A costed, replicable model for your next practitioner
- ✓ A feasibility-tested go / no-go on your next site
- ✓ A group P&L and a clear read on your payroll-tax risk
- ✓ A scored valuation and an exit-readiness plan
- ✓ An accountability chart and a leadership hiring plan
- ✓ A dated 12-36 month scale plan and a rhythm to run it

## ENROLMENT

# Three ways in — priced like the asset it builds

Choose self-paced for the full course and credential, or step up to the room of peers and hands-on support that makes the difference at this stage.

### SELF-PACED

**\$1,497** AUD

The full course, 12+ tools, assessments and certificate. Lifetime access.

### MOST CHOSEN

### MASTERMIND

**\$4,950** AUD

Self-paced plus a founders' cohort, live strategy, a private peer room and accountability.

### ADVISORY

**\$9,950** AUD

Mastermind plus 1:1 reviews of your structure, model, valuation and plan. Limited seats.

Prices in AUD and indicative — confirm current enrolment at [nexusbm.com.au](https://nexusbm.com.au). SCALE is general business education, not legal, financial, tax or employment advice; no income, valuation or sale is promised.

## COMMON QUESTIONS

# Common questions

### **Who is SCALE for?**

Established Australian practice owners with a profitable practice and a team, ready to scale beyond themselves.

### **Is it advice?**

No — general business education, not legal, financial, tax or employment advice. It shows you what to confirm with your advisers.

### **Will it guarantee growth or a sale?**

No. SCALE gives you the strategy, tools and plan — outcomes depend on you. We never promise income, valuation or a sale.

### **Do I need to have done GROW?**

No, but SCALE assumes GROW's foundations. Module 0 gives a readiness check and a fast catch-up path.



# Ready to build a business that outlasts you?

Enrol in SCALE, or ask us anything — we'd love to help.

[Enrol at nexusbm.com.au](https://nexusbm.com.au)

[hello@nexusbm.com.au](mailto:hello@nexusbm.com.au) · [nexusbm.com.au](https://nexusbm.com.au)

SCALE Your Practice — The Scale Course for Established Practice Owners. Educational course only — not legal, financial, tax, employment or clinical advice. No income, valuation or sale is promised.