



Cloning Yourself:

How to Build a Scalable Business

Design for Freedom:

Decide whether you're building for more time, more money, or both — and align your structure to that outcome.

Systemise What Matters:

If it's important, document it. What's documented can be trained. What's trained can scale.

Build a Team That Can Think Without You

Develop people who can make decisions within clear guardrails — so the business performs whether you're in the room or not.

Bottom line:

If the business depends on you, it isn't scalable.

Graham McDonnell

Multiple black belts across various styles and ongoing training in BJJ, Krav Maga, Muay Thai, and Philippine stick fighting.

With over 30 years of experience in both martial arts and business.

