

Massive Action Day

With
Sam Harrop
MARCH, 2026



10/10
LIFESTYLE BUSINESS
\$200K SALARY
\$200K NET PROFIT
2 DAYS A WEEK AT WORK
200 SERIES LAND CRUISER
2 INTERNATIONAL HOLIDAYS A YEAR

BUSINESS
MAXIMISER
COACHING
Building Strong Profitable Businesses

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NEXT MAD DAYS

25 JUNE – MINI MAD CAIRNS

19 JUNE – MIN MAD TOWNSVILLE

16 OCTOBER – MAD CAIRNS

NAME

10/10
LIFESTYLE BUSINESS
\$200K SALARY
\$200K NET PROFIT
2 DAYS A WEEK AT WORK
200 SERIES LAND CRUISER
2 INTERNATIONAL HOLIDAYS A YEAR

NEW LEVEL,
NEW DEVIL
SELLING,
EXPANDING, DIVERSIFYING,
SUCCESSION PLANNING



WORK



MONEY



TIME



MINDSET

SELF-SUSTAINING

Attraction

Surplus

Your Time

Investor

Investor mindset, investigating other business opportunities.

SCALABLE

Reputation

Investing

Over Time

Leverage - Leader

Runs without you involved in the day-to-day, you are now focused on a strategy to expand, diversify or sell.

SUCCESSFUL

Predictable

Profitable

Full or Part Time

Team - Owner

Profitable, and you can pay yourself a CEO wage. Choose to go part time or prepare to scale.

STABLE

Right Work

Wage, Break Even

Full Time

Responsive - Manager

Profitable, and can pay yourself a market-related wage.

SURVIVAL

Enough Work

\$ In and \$ Out

Over Time

Reactive - Worker

Just enough money to cover the bills, even though you seem to be working constantly.

START UP

Some Work

Some Revenue

Part Time

Reality - Volunteer

Having the guts to give it a go. You're yet to prove the concept works, and generally still have a day job.

SEED

No Work

No Revenue

Spare Time

Theory - Dreamer

Hobby. You start to think about how you could commercialise the idea, is often done in your spare time.

The Insight Snapshot

Insights and Actions

Being Happy, Staying Resilient, Reaching Your Potential

THE CEO SHIFT

Surprise Interview

Round Table 1

Round Table 2

Round Table 3

WINS & INSIGHTS

Wins: Personal, Business, Clients, Staff

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Insights / Lessons

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What are you excited or feeling most confident about?

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GRATITUDE & APPRECIATION

| Who? | What did they do? | Why is that important? | How are you going to thank them? | When? |
|------|-------------------|------------------------|----------------------------------|-------|
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Being Happy, Staying Resilient, Reaching Your Potential - Andrew Matthews

Notes:

A large rectangular area with a gray border, containing horizontal dotted lines for writing notes.

Notes:

A large rectangular area with a solid grey border, containing horizontal dotted lines for writing notes.

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THE CEO SHIFT

Elevate Your Thinking. Upgrade Your Business.

| Technician Delivering _____ | Manager Creating _____ | Leader Designing _____ |
|---------------------------------------|----------------------------------|----------------------------------|
| Tasks | Tasks | Tasks |
| | | |

The Allocation Over Time

| | Technician Delivering Today | Manager Creating Order | Leader Designing Tomorrow |
|---------------------|---------------------------------------|----------------------------------|-------------------------------------|
| Start Up | 80% | 15% | 5% |
| Staff Arrive | 40% | 40% | 20% |
| Maturity | 10% - 20% | 30% - 40% | 40% to 60% |

Start-Up → Skill drives survival

Growth → Systems matter more than skill

Scale → Decisions matter more than effort

Where is most of your time currently spent?

| | |
|-------------------|---|
| Technician | % |
| Manager | % |
| Leader | % |

Is that allocation appropriate for your size?

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You're Hiring a \$ 200k CEO Tomorrow

You're hiring a new CEO for your business tomorrow. Salary: \$160,000 per year. They must generate 3–4x their wage in value in the next 12 months. They are not emotionally attached. They are commercially responsible. What would they change in the first 90 days?

What would they stop?

What would they fix immediately?

Who would they hire, fire, or reposition?

What numbers would they obsess over?

Where would they personally spend their time?

Other

CEO ROLE WORKSHEET STRUCTURE

Section 1 – Revenue & Profit

A CEO ensures sustainability.

- What is our current profit margin?
- What should it be?
- Where are we leaking money?
- What pricing decision needs reviewing?

Decision to make:

Section 2 – Direction & Strategy

- What is our 12-month target?
- What must be true to hit it?
- What will we stop doing?
- What market are we actually targeting?

90-day focus:

Section 3 – People

- Who is exceeding expectations?
- Who is underperforming?
- Where are we tolerating mediocrity?
- What role should I stop doing?

People decision:

Section 4 – Systems

- Where does work stall?
- Where does cash flow slow?
- What process breaks most often?
- What must be documented or simplified?

System decision:

Section 5 – Time Allocation

| | Current Split | → | Target Split | Hours |
|------------|---------------|---|--------------|-------|
| Technician | % | | % | |
| Manager | % | | % | |
| Leader | % | | % | |

One activity I will stop:

One CEO activity I will start:

SPECIALIST ROUNDTABLE SESSIONS

You have the opportunity to select three of these sessions, lead by industry experts.

| | | | |
|---|--|---|--|
| 1 | <p>Kaj Haffenden – Alternate AIs: What Else Is Out There? Explore alternative AI tools beyond the obvious platforms — and discover smarter ways to streamline operations and gain a competitive edge.</p> | 4 | <p>Phoebe Kitto – Minimising Risk, Stress & Sick Leave in Your Business Learn practical strategies to reduce workplace stress, manage risk, and create a healthier team environment that protects both people and profit.</p> |
| 2 | <p>Tyson Franklin – Happiness and Achievement Are Independent Variables A fun and interactive session exploring why success doesn't automatically create happiness and how to build both in a way that drives performance and fulfilment.</p> | 5 | <p>Karl Latham – What it Takes to be at the Top of Your Game The five mindset and performance habits that separate high achievers from everyone else.</p> |
| 3 | <p>Suzanne Rath –The Capacity Ceiling: Why Boundaries Define Your Next Level. You will learn how stronger boundaries boost your focus, resilience, and leadership capacity — with a practical framework you can use straight away.</p> | | |

| PROJECT 1: | PROJECT 2: | PROJECT 3: |
|---|---|---|
| <p>What do you want to accomplish?</p> <p>What difference will it make?</p> <p>How will we know we've been successful?</p> <p>List all the tasks:</p> | <p>What do you want to accomplish?</p> <p>What difference will it make?</p> <p>How will we know we've been successful?</p> <p>List all the tasks:</p> | <p>What do you want to accomplish?</p> <p>What difference will it make?</p> <p>How will we know we've been successful?</p> <p>List all the tasks:</p> |

Tasks continued

The Scrum Board

| Hopper Project Tasks | To-Do Next Week | Doing Right Now | Done Wins |
|-------------------------------|--------------------------|--------------------------|--------------------|
| | | | |

PLANNING FOR BETTER

BETTER

| | | | |
|--------------|--|----------------|--------------------------------------|
| TIME | TIME OUT | TIME ON | TIME IN |
| | Health | | |
| | Family | | |
| | Friends | | |
| | Networks | | |
| TEAM | HIRE | TRAIN | LEAD |
| | | | |
| MONEY | <p style="text-align: center;">5. PURPOSE</p> <p style="text-align: center;">4. FREEDOM</p> <p style="text-align: center;">3. STATUS</p> <p style="text-align: center;">2. STABLE</p> <p style="text-align: center;">1. SURVIVAL</p> | | SALES |
| | | | PROFIT |
| | | | RESERVES / WAR CHEST / ASSETS |
| | | | CASHFLOW |
| | | | |