

BUILD THE MACHINE.

FROM WIN UGLY TO SCALABLE SYSTEM

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The keynote for founders who are still the system.

Most growing companies run on one thing: the founder's effort. Every decision routes through one brain, every fire gets put out by one pair of hands, and the whole thing stalls the day that person takes a week off. Build the Machine is about how a company gets from heroic effort to a system that runs without the founder in the middle. **It is one of three flagship talks I speak on**, delivered at the Badass Business Summit. I led five companies with the payroll on my desk. I know what it costs to be the system, and I know how to stop.



BADASS BUSINESS SUMMIT

WHAT THE ROOM WALKS OUT WITH THREE THINGS, NOT A BINDER

01 The win-ugly-first rule

You don't design the system and then act. You act before it's clean, and the system comes out of what worked. Leaders leave knowing why waiting for the perfect plan is usually a way to avoid starting.

02 Where the founder's brain has to be scripted out

The handful of decisions that still live only in your head, and how to get them onto paper so someone else can make them the same way you would.

03 The first systems to build

Not thirty. The few that buy you back the most time and the most sleep, in the order to build them.

FORMATS CALIBRATED TO YOUR ROOM

Keynote

The full argument, the frameworks, and the stories from the companies I ran. Built for a main stage or a general session.

Offsite opener

Sets the frame for a planning day. The team spends the rest of the offsite deciding which systems to build and who owns them.

Half-day workshop

Your leaders bring the actual bottlenecks. We script out the first system in the room, so they leave with something built, not something to think about.

Virtual

When the room has to be a screen, the talk still works. I run it live and I take questions.

PROOF & LOGISTICS

BUILD THE MACHINE
TALK ONE-SHEET

THE RECORD BEHIND THE TALK

23 SENIOR LEADERSHIP AT	\$5.9 → \$15MM IN 18 MONTHS	\$7 → \$30MM IN THREE YEARS	100+ B2B COMPANIES ADVISED
3× FRANCHISE 500	2× INC. 5000	Best PLACES TO WORK	Ultimate CEO, BUSINESS JOURNAL

WHO BOOKS THIS TALK BEST-FIT ROOMS

Founder conferences

Rooms full of people who built something real and are now the bottleneck in it.

Growth-stage leadership offsites

Teams that have outgrown the way they started and need to decide what the next version runs on.

CEO peer groups

Leaders who have heard “work on the business, not in it” a hundred times and want the actual method.

Stages

This talk has been delivered at the Badass Business Summit. Jerry also speaks for AvKare, EDPA, Jacksonville FC, RockBox, Event Marketing Congress and Equitable.

WHAT ORGANIZERS SAY

Jerry’s presentation at our JFC Coaches Symposium was incredibly impactful. His message around leadership, building an intentional culture, and holding ourselves to a higher standard resonated deeply with our staff and challenged each of us to become better leaders. Jerry has a rare ability to motivate, inspire, and challenge people in a way that creates real reflection and lasting impact.

PAT CANNON · EXECUTIVE DIRECTOR, JACKSONVILLE FC

Jerry has singlehandedly sold out our VIP session three years in a row. No one matches his direct approach, creative insights and experience to drive action. Ask the attendees. Their businesses grow when you’re in the room with Jerry.

DONNIE BOIVIN · CEO, SUCCESS CHAMPIONS NETWORKING

BOOKING

FEE	Keynote engagements start at \$10,000. Workshops and multi-session days quoted on scope.
TRAVEL	Flat \$1,500 domestic, billed with the fee. No receipts to reconcile. International quoted with the date.
A/V	Standard presentation setup. Screen or TV, PowerPoint, a clicker, and a lavalier or headset mic. Slides in advance. No rider.
DISCOVERY	Included on every booking. Who is in the seats, what they are missing, and what they must do differently on Monday.

Send the date, the room,
and what they must
walk out with.

I answer every inquiry myself.
jerryamacnamara.com/speaking