

catalyst

Catalyst *Community*

For business owners who want their business manager backed by a room of peers, whether they're new to the role or years into it. Catalyst Community is a monthly peer community, so they're not figuring it out alone.

[JOIN COMMUNITY →](#)

The true gift of a business manager is being able to act from proactivity with reduced mental load.

And this doesn't happen by accident. Even the most experienced and skilled business managers need support to enable this to happen.

The best thing you can give them is a room full of people doing the same job.

Community creates the accountability, awareness and systems to enable them to hold all the moving pieces, and close loops instead of leaving them open in your head.

This is for you if...

- Your business manager is newer to the role, or to your practice, and figuring a lot of it out on their own.
- Or they're experienced, maybe already through Catalyst, and want to stay sharp while AI, tools and the industry keep shifting.
- They're losing time in research holes on things someone else has already solved.
- Capacity is a constant juggle, and they want accountability to keep the big rocks moving.
- You want them backed by more than just you.
- You want to invest in their development without a big upfront commitment.

You're looking for a business manager who...

- **Works proactively.** Running ahead of the practice, not chasing tasks.
- **Closes loops.** Full handover of projects, with the right level of visibility for you.
- **Finds answers fast.** From peers doing the same job, instead of starting from scratch.
- **Stays current.** Fresh ideas from peers as the tools and the industry change.
- **Keeps their energy up.** Motivation, a sanity check and people who get it.
- **Stays and grows.** Less isolation in the role, which supports longevity and fulfilment.

Why Catalyst Community

01 Proactive over reactive.

The gold standard for this role is running about 80% ahead of the practice, not chasing tasks. The Catalyst community creates the structure for when the inevitable pressure, direction shifts and overwhelm kick in.

03 Crowdsourced solutions.

The Community shares what they're researching and implementing, which is likely the same as your practice, saving your business manager hours of research, time they get back to focus on business development activity.

02 Closing loops.

It's one thing to delegate tasks, it's another to be able to completely handover a project and get the right level of visibility for your working style. Catalyst creates the accountability, skills and modelling for your business manager to ensure their role doesn't fall into "just execution."

04 Deep experience in the room.

This is a unique role in a unique industry, and nothing can compare to being able to pick the brain of people who have done this before, or are doing it alongside you. It reduces the loneliness of the role, supporting longevity and fulfilment.

"Catalyst has also helped me connect with others facing similar challenges, providing valuable insights and solutions. Hearing what works for others and why has saved me a lot of time."

— Rachael Van Rij, Business Manager for Stu Van Rij

"The positive to the extremely rocky road we've been on is that we've kept communication open and respectful and we are now understanding the gaps and are working to close loops."

— Practice Manager

Who this is for

WHAT THAT LOOKS LIKE

This is for business owners who already have a business / practice manager or EA in place, and want them backed by more than just you, for role sustainability, proactivity and fulfilment.

That includes experienced business managers, often people who've already been through Catalyst, who want ongoing peer support, accountability and energy while the role, and the world around it, keeps changing.

THIS ISN'T THE RIGHT FIT IF

Your business manager isn't willing to block time to engage and lean into a community that will ultimately give them back time.

They're brand new to your specific practice and still finding their feet. Give it a few months first.

Your business manager is experienced and wants coaching and mentoring built around your practice.

That's the Growth Lab. If it's peer support and accountability they're after, Community is the place.

What's included in Community

01	Daily discussion space	Me and the community in your business manager's pocket. To ask questions as they come up and prevent lost time in a research hole.
02	Monthly Ask Me Anything	Drop-in coaching with me on whatever's come up, from AI and finance to tough conversations, book launches and more.
03	Monthly coworking & collaboration	Knock over the big rocks (you know the ones) in a breakout room, or stay in the main room to crowdsource solutions.
04	Discounts	On dinners and mentoring.
05	Templates, AI prompts & frameworks	Specific to expert-led practices.

Examples of what happens in the Discussion Space

"How do you manage your mental load when working across multiple practices and/or projects?"

"How do you design client list fields and tags to manage easy access of info?"

"What's delivering results for your business right now?"

"Who do you recommend for PI insurance brokers, and looking for a price comparison?"

"How do I ask for testimonials without it feeling awkward?"

"Who has a client experience mapping template that could share?"

"I will be running my first monthly meeting with my team in a couple weeks and I'm feeling a little out of my comfort zone with this... I would love some guidance on how to structure meetings"

"We've been asked to put together a proposal for a large speaking engagement/keynote. It's a super exciting opportunity. We have a manifesto to work with shortly, but in the meantime, would anyone here be open to sharing a proposal template structure?"

"These conversations are like having an extra paddler in your canoe while we paddle upstream!!"

— Nicky Kirsten

Other things that commonly get shared

Graphic designers

Videographers and video editors

Venue recommendations

AI prompts

AI tool tips

Canva templates

Templates, AI prompts and frameworks

AI prompt to create an email nurture series from a piece of collateral

AI prompt for repurposing blogs, without losing tone of voice

AI prompt for sourcing suitable conferences and speaking opportunities

White paper templates and design inspiration

File structure and naming conventions

Book launch checklist

IP storage and knowledge system guide

Capacity Planning Matrix

Thought Leadership website directory, to support brief development and inspiration

What changes **for you**

- 01 Less relayed anxiety.** Proactive means you hear what's coming before it's urgent, not in the middle of it.
- 02 Fewer things you hold yourself.** An idea you mention once gets tracked, moved, or parked on purpose, and your business manager has a community to get answers from.
- 03 Less money on trial and error.** The community has already worked out what doesn't work.
- 04 Capacity named early.** This community supports saying the tough thing, for stronger working relationships, and growth mindset.
- 05 Better retention.** A business manager who is supported, growing and fulfilled, has the capacity for higher performance and impact in your practice.

"I know I've got a great team of support for when I have a question or just need a sanity check... and the surprise bonus, I'm making friends that I wouldn't have otherwise."

— **Jay, Business Manager for Rita Cincotta**

"Since implementing Asana and GHL into the business, we've gained much greater visibility and control over our projects, tasks, and workflows... I feel more equipped to stay ahead of the workload and contribute strategically rather than simply reacting to tasks as they arise."

— **Practice Manager**

Want coaching and mentoring built specifically around your practice? **That's the Growth Lab.** Community is the support and accountability layer underneath it.

Growth Lab vs Community

		Growth Lab \$1750 deposit, then \$410 p.m	Community \$225 per month
Who it's for		Established & Mature Businesses	New & Experienced Managers Wanting Peer Support
01	Onboarding and diagnostic analysis	Included	-
02	6 x group coaching sessions	Included	-
03	3 x Mentoring Sessions	Included	-
04	Coworking and collaboration sessions	10 x	Monthly
05	Ask Me Anything	10 x	Monthly
06	Discussion space	Private discussion space	Daily discussion space
07	Templates, AI prompts and frameworks	Included	Included

**Prices are listed in AUD, plus GST for Australian Businesses*

What people say about Catalyst

"I just have direction now. I was totally lost and didn't know what my thought leader wanted or needed. It's been amazing."

— Georgie, Business Manager



GEORGIE & COL FINK CASE STUDY

[Check out the full case study of results from Georgie & Col Fink here.](#)

"The power of collaboration and having a buddy has renewed my love for my role and increased my drive to help grow the practice... engaging with other business managers for collaboration and ideas has drawn on additional experience and expertise, leading to better decision-making."

— Shona Hainsworth, Business Manager for Selena Fisk

"The supportive community and practical tools have streamlined my processes, freed up mental space, and empowered me to achieve tangible results."

— Suzie Leyden, Business Manager for Tracey Ezard

JOIN COMMUNITY →



Hey, I'm Katee.

Facilitator & Business Advisor

I've spent over 10 years working inside expert-led practices. Today I'm a fractional COO and I recruit business managers into these roles.

I come to business from health science and performance coaching, so **I look past the surface problem to see the patterns** underneath it.

I help business owners and business managers **get on the same page** by facilitating the conversation between two different types of brains - the visionary with constant ideas who needs someone to run alongside them, and the detail-focused manager trying to be proactive but misses out on the bigger picture.

Community

INVESTMENT

FOUNDING MEMBER PRICING — 10 AVAILABLE

\$225 AUD/month

Plus GST for Australian businesses. Minimum 6-month commitment.

That's less than what one bad platform decision costs you to unwind!

Your founding rate remains locked in as long as you remain in the Community (or Growth Lab). The price increases after the first 10 are sold.

JOIN COMMUNITY →

**Prices are listed in AUD, plus GST for Australian Businesses.*

FAQs

How is this different from the Growth Lab?

Community is the peer layer. The Growth Lab adds group coaching, mentoring with Katee and a diagnostic review, for established practices with an experienced business manager.

Can we move up to the Growth Lab later?

Yes. Growth Lab enrolments open once a year.

My business manager is experienced. Is Community still right for them?

Yes. Many members have been in the role for years, some through Catalyst, and use Community for accountability, fresh ideas and peers who get it. For coaching and mentoring specific to your practice, that's the Growth Lab.

Do we get access to past recordings?

Not in Community. The recordings library is part of the Growth Lab. Community is live and current, which matters more than usual with how fast things are moving right now.

How much time should my business manager set aside?

Up to two hours of live sessions a month, plus the discussion space in between. Every session is optional.

What's the minimum commitment?

Six months, then month to month.

What if my business manager leaves?

You can transfer the membership to your new business manager.

Can we pay by bank transfer?

Yes. Email hello@kateegray.com for an invoice.

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