



# MADE FOR MORE

PERFORMANCE  
COACHING FOR  
ENTREPRENEURS

RORY  
MACDONALD



# HELPING YOU SHOW UP AS THE BEST VERSION OF YOU, SO YOU DON'T LEAVE IT UP TO CHANCE



> Are you successful on paper but still feel something's missing?

> Could you benefit from guidance to unlock the best version of you?

> Do you want to build the mental fitness to turn ambition into fulfillment, and profit into purpose?



**10+**

YEARS EXPERIENCE



**100'S**

ENTREPRENEURS HELPED



**1000'S**

LIVES IMPROVED



“RORY’S THE KINDA NUT THAT WOULD  
UNLOCK SOME OF THE MOST  
SUCCESSFUL BRAINS IN BUSINESS.  
HE’S THE BEST PERFORMANCE COACH  
MONEY CAN BUY.”

**MATT**  
FOUNDER CLOWNFISH EVENTS  
MENTOR | OVERTHINKER

# WHERE SCIENCE MEETS SELF



I exist to increase Gross Human Contentment – because I believe that true contentment is the ultimate human pursuit and that when individuals are grounded, fulfilled, and purpose-driven, they elevate not only their own lives, but the world around them.



# MINDSET WITH MUSCLE



THE 6 C'S: MINDSET TOOLS FOR PRESSURE,  
PURPOSE AND PEAK PERFORMANCE

## CLARITY

to pursue only what truly matters

## CONVICTION

to find meaning in every task

## CHARACTER

to lead with intention, not impulse

## CAPACITY

to execute at a high level, daily

## CANDOUR

to cut through self-deception

## COMPASSION

to measure growth by progress, not perfection



# WHERE SCIENCE MEETS SELF



## THIS IS

- > This is coaching as a high-performance tool, like sports psychology for the sport of life.
- > This is mental fitness for peak performance, like a PT for the mind.
- > This is a way to sustain long-term success, rather than help in response to a crisis.
- > This is about how you perform in all areas of your life; business, personal, health and fitness.



## THIS ISN'T

- > This is not therapy, but you will become more self-aware to maximise your potential.
- > This is not business coaching, but it will drive purpose-led growth and personal wealth.
- > This is not personal training but you will become mentally fitter and more resilient.
- > This is not relationship counselling, but you will improve the quality of time you spend with the people you love most.

# YOU'RE NOT JUST RUNNING A BUSINESS, YOU'RE SHAPING A CULTURE



You've built something brilliant – a great product, a fast-moving business – but now you want more than just momentum. You want to lead with purpose, not pressure. You want a culture that actually means something, not just another slogan on the wall.

This is for entrepreneurs who:

- > Know mental fitness drives business performance
- > Want mission-aligned, high-performing teams
- > See self-awareness as a leadership edge
- > Are done with firefighting, and ready for focused growth
- > Want their business to reflect who they really are



# CULTURE EATS STRATEGY FOR BREAKFAST

