

M SELF-MANAGING BUSINESS
COACHING EXPERIENCE





Welcome!

We're Philip and Cris—brothers, entrepreneurs, and investors.

Together we launched the Medici Community—a global network of business owners who believe that business can be both beautiful and impactful. Along the way, we noticed a shared frustration:

“I built a successful business...
but I feel stuck inside it.”

Sound familiar? Many founders start with a dream—freedom, income, and impact—but somewhere along the journey, they become the bottleneck. Instead of owning a business, they own a job.

We created the Self-Managing Business Coaching Experience to help you break free from that cycle—and build something that works without you.

This isn't just about scaling. It's about reclaiming your time. Reimagining your role. And designing a business that fuels the life—and legacy—you actually want.

Let's build something beautiful together.

Yours,

Dr. Philip & Cris Zimmermann



Our Inspiration

We've studied the great legacy builders of history—especially Cosimo de' Medici, the richest and most influential leader of the Renaissance. He didn't just build a business; he built a system. An empire. A self-managing machine.

While others hustled to survive, Cosimo leveraged his business as a platform to shape politics, patronize the arts, and create a 500-year legacy.

At Medici Global Ventures, we believe every modern business owner deserves the same opportunity. Real wealth isn't just profit—it's time, influence, and impact.



Our Experience

As brothers, we bring decades of entrepreneurial and strategic leadership—having founded, scaled, and invested in over 20 companies across five countries, spanning multiple industries and business models. Our experience spans real estate, hospitality, retail, international consulting, and non-profits—backed by formal training in law, business, and a doctorate in strategic leadership.

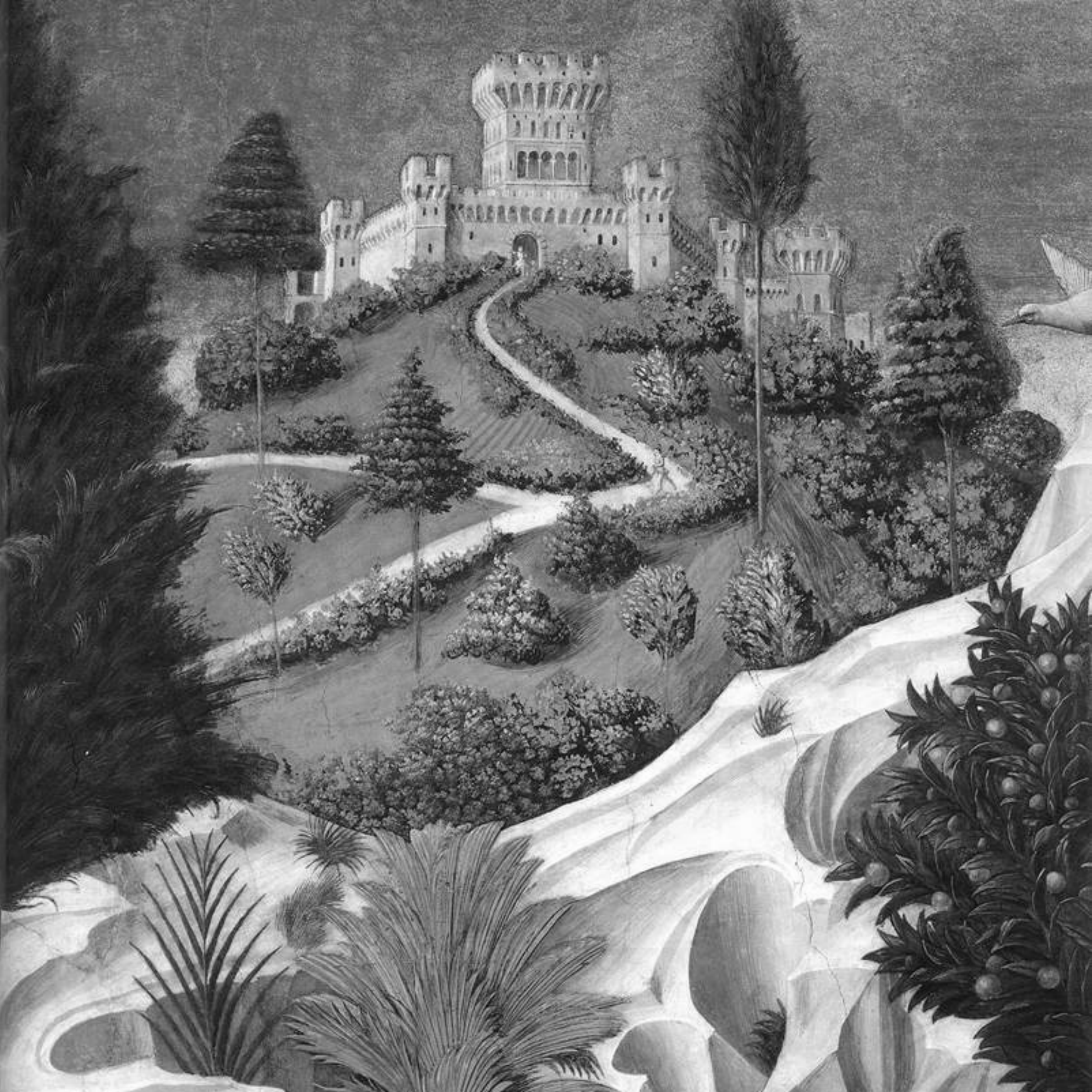
We've acquired and developed apartment complexes, hotels, and commercial properties, and partnered with companies across the tech, energy, medical, and real estate sectors. Our family office also oversees two philanthropic foundations focused on education, healthcare, and faith-based initiatives.

We coach business owners from 25+ countries—ranging from small teams to organizations with hundreds of employees. Some come with no formal business background; others hold MBAs from elite universities. What unites them is a shared goal: building a business that runs without them and a life that truly matters.



Industries we've worked with include:

REAL ESTATE · TECHNOLOGY · HEALTHCARE
EDUCATION · CONSULTING · FINANCE · MANUFACTURING
HOSPITALITY · RETAIL · CONSTRUCTION · ENERGY
MEDIA · E-COMMERCE · TRANSPORTATION
MEDICAL DEVICES · PROFESSIONAL SERVICES
PRIVATE PRACTICE (INCLUDING DOCTORS AND CLINICIANS)



Your Roadmap

This is not a course. It's an experience, a coaching journey, and a roadmap to transform your company into a self-managing business—one that runs, grows, and scales... even when you're not there.

We'll guide you through the four essential stages of the Self-Managing Business Program, as outlined in the pyramid framework.

Designing a Growing Self-Managing Business

Now you are a business owner, driving growth and strategy while working on the business, not in it.

Build the team and systems to run the business without you.

Turn leads into customers while maximizing customers lifetime value.

Generate a steady flood of high-quality leads, keeping your pipeline ready with potential customers.



STAGE 1

LEADS OVERFLOW

NEVER WORRY ABOUT WHERE YOUR
NEXT CUSTOMER COMES FROM

A self-managing business starts with consistent, high-quality leads. We'll help you design a lead engine so steady and scalable, it removes the stress from sales forever. When you have more leads than you need, everything else becomes easier. Pricing pressure decreases, sales become a process rather than a hustle, and you can focus on strategy instead of survival.





STAGE 2

CONVERSION MASTERY

SELL MORE, ELEVATE YOUR VALUE,
AND KEEP CUSTOMERS LONGER

Leads without conversion are just vanity metrics. What matters is turning those leads into loyal, paying customers—and doing it in a way that is scalable and repeatable. The goal is not just to make sales but to create a sales engine that works even when you don't.

STAGE 3

SELF-MANAGING OPERATIONS

SO YOUR BUSINESS RUNS
WITHOUT YOU

Now comes the magic: building an operational engine that doesn't need you as the fuel. This is where most business owners stumble. They build businesses that revolve around their own decisions, their own efforts, and their own time. But the real goal is to create systems and empower people so the business thrives while you step back.





STAGE 4

STRATEGIC OWNERSHIP

LEAD, SCALE, AND DESIGN THE FUTURE

Finally, we'll guide you into true ownership. You'll learn how to lead from the top—focusing on high-level vision, long-term value, and building your legacy. This is where your business becomes an asset—not just a source of income.



SELF-MANAGING BUSINESS

C O A C H I N G E X P E R I E N C E

PROGRAM

The Self-Managing Business Program is a coaching experience designed to help you build a business that runs without you. From strategic deep dives to ongoing support, tools, and private check-ins—we walk with you every step of the way. You'll get world-class training, accountability, and implementation support to build the business you've always wanted.

WHAT'S INCLUDED

WEEKLY GROUP COACHING CALLS

- * HANDS-ON TRAINING AND DIRECT SUPPORT FROM PHILIP AND CRIS
- * DEDICATED TIME FOR QUESTIONS, CLARIFICATION, AND REAL-WORLD APPLICATION
- * FOCUSED ON IMPLEMENTATION AND REMOVING BOTTLENECKS TO BUILD A SELF-MANAGING BUSINESS.

FULL ACCESS TO THE SELF-MANAGING BUSINESS PLAYBOOK

- * 100+ VIDEOS, TEMPLATES, AND TOOLS
- * COVERS SYSTEMS, SCORECARDS, DELEGATION, RECRUITING, LEADERSHIP, AND MORE
- * CONTINUOUSLY UPDATED WITH NEW TOOLS TO KEEP YOUR BUSINESS AHEAD

MONTHLY STRATEGIC PLANNING WORKSHOPS

- * BUILD AND REVIEW YOUR MONTHLY PLANS IN COMMUNITY
- * HOSTED ON THE LAST FRIDAY OF EACH MONTH

MONTHLY 1:1 COACHING SESSION (30 MIN)

- * PRIVATE COACHING TO TRACK YOUR PROGRESS, DIAGNOSE BLIND SPOTS, AND CLARIFY NEXT STEPS
- * IDENTIFY YOUR BIGGEST CONSTRAINT AND GET EXPERT GUIDANCE TO OVERCOME IT

STRATEGIC ASSESSMENT KICKOFF CALL

- * IDENTIFY YOUR BIGGEST CHALLENGES, CONSTRAINTS, AND GROWTH OPPORTUNITIES THROUGH A FOCUSED STRATEGY SESSION.
- * MAP A CLEAR, CUSTOM ROADMAP SHOWING WHICH SYSTEMS AND FRAMEWORKS TO IMPLEMENT FIRST FOR MAXIMUM IMPACT.

MEDICI WELCOME BOX

- * A CAREFULLY CURATED PACKAGE OF PROVEN FRAMEWORKS AND SELECT MEDICI GIFTS DESIGNED TO SUPPORT IMPLEMENTATION FROM DAY ONE.
- * DELIVERED TO YOUR DOORSTEP TO KICKSTART YOUR SELF-MANAGING BUSINESS IMPACT.

Build a Business, Not a Bottleneck

Let's be real—most entrepreneurs don't own a business. They own a high-stress, never-ending job disguised as a business. They answer every call, chase every lead, and put out every fire. That's not freedom. That's a self-imposed trap.

It is not about delegating tasks or "working smarter." It's about designing a business that works without you. A business that generates leads, closes sales, and delivers results—whether you're in the office or off the grid.

But here's the truth: This doesn't happen by accident. You don't fall into a self-managing business. You build one. Piece by piece, system by system.





IS THIS FOR ME?



We've worked with business owners in 25+ countries—from early-stage founders doing it all to seasoned entrepreneurs preparing to fully step out.

Here's what we've learned: every stage of business requires a different kind of support. That's why we divide owners into three clear stages—each tailored to the specific challenges, goals, and breakthroughs of that level.

Wherever you are on the journey, this experience is built to meet you there. Below are the three stages we serve—and how to know which one is right for you.

OWNER-OPERATOR STAGE

YOU'RE BUILDING THE FOUNDATION. LET'S BUILD IT RIGHT.

THIS IS FOR YOU IF...

- ✓ Your business is in its first 1–2 years
 - ✓ You're wearing every hat and doing most things yourself
 - ✓ You want to install strong systems from day one
 - ✓ You're hungry for guidance, frameworks, and strategic mentorship
 - ✓ You want a clear roadmap to build a self-managing business
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THIS IS NOT FOR YOU IF...

- ✗ You're still in a full-time job and haven't launched yet
- ✗ You haven't started selling your product or service
- ✗ You're not ready to invest in long-term growth infrastructure
- ✗ You're chasing quick hacks instead of building sustainable strategy

OWNER-MANAGER STAGE

YOUR BUSINESS IS ON A SOLID FOUNDATION—BUT YOU ARE STILL TOO INVOLVED IN EVERYTHING.

THIS IS FOR YOU IF...

- ✓ You have a team—but you're still the bottleneck
 - ✓ Lead generation and sales are inconsistent or founder-reliant
 - ✓ You're craving systems, delegation, and clarity
 - ✓ You're tired of being the firefighter and want to be the architect
 - ✓ You want to take a vacation without worrying the whole thing will collapse
-

THIS IS NOT FOR YOU IF...

- ✗ You're unwilling to let go of control
- ✗ You believe your team is always the problem
- ✗ You refuse to change because “it's worked so far”
- ✗ You're addicted to being needed
- ✗ You think systems kill creativity
- ✗ You're chasing quick hacks instead of building sustainable strategy

OWNER-LEADER STAGE

YOU'RE READY TO STEP OUT AND LEAD AT THE HIGHEST LEVEL.

THIS IS FOR YOU IF...

- ✓ You've built something successful—but it's still too dependent on you
 - ✓ You've outgrown the hustle—and now want to scale with clarity, not chaos
 - ✓ You want to focus on strategy, vision, and impact
 - ✓ Your team is in place—but you need structure and empowerment to scale
 - ✓ You're ready to design a business that runs and grows without you
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THIS IS NOT FOR YOU IF...

- ✗ You insist on making every decision yourself
- ✗ You believe “stepping back” is lazy or irresponsible
- ✗ You secretly enjoy being the hero—and don't want to give that up
- ✗ You want the freedom of an owner but the control of a manager
- ✗ You micromanage but call it “leadership”

A black and white photograph of two men sitting on a plush sofa in a modern living room. The man on the left is older, with short hair and glasses, wearing a light-colored blazer over a dark zip-up jacket and dark trousers. He is smiling and has his legs crossed. The man on the right is younger, wearing sunglasses, a dark zip-up jacket over a collared shirt, and dark jeans. He is also smiling and has his legs crossed. Both men are wearing light-colored sneakers with dark laces. The background features a large dark piano and a bookshelf. The text "LET'S FIND OUT IF THIS IS THE RIGHT NEXT STEP." is centered over the image in a white serif font.

LET'S FIND OUT IF
THIS IS THE RIGHT
NEXT STEP.

Every business is unique—and so is every founder. That's why we offer a free Assessment Call to help you get clarity on your stage, your goals, and whether the Self-Managing Business Coaching Experience is the right next step. We'll ask a few simple questions, review where you are in your journey, and map out how we can help.

PLEASE REACH
OUT TO US AT:
coaching@medicileagcy.com



A black and white photograph of a man in a suit making a peace sign, surrounded by other people in a social setting. The man is smiling and looking towards the camera. He is wearing a light-colored suit jacket over a dark shirt. To his left, a woman with blonde hair is seen from the back, wearing a patterned skirt and a light-colored top. Further back, a man in a dark suit is looking down. To the right, a man in a white shirt is seen from the side, and a woman is partially visible behind him. The background features a building with a large shutter and some foliage.

FEEDBACK FROM
CUSTOMERS



Holden Chang

“Cris and Philip have condensed a lifetime of wisdom into practical, bite-size tools that are easy to apply. The program has been an invaluable investment in myself and in my company, offering clarity and direction exactly where I need it. You get as much out of it as you put in, and for me, the return has been tremendous.”



Steffen Mallon

“Working with Philip changed how my business runs. I cut my operational work by 60 percent. Last month our revenue doubled compared to the same month a year ago. I am doing less and the company is producing more. That is exactly what I wanted..”



Silvana Rosero

“The Self-Managing Business Program gives you actionable tools you can implement immediately, not abstract theory. It helps you think differently about your business, bringing clarity to what matters most and how to execute with focus. It’s a powerful investment in becoming a more intentional and effective leader..”



Dan Babu

“The Self-Managing Business Program has helped me stay consistently focused on my company by building a weekly rhythm of reflection and intentional decision-making. I love the interaction with other business owners, which gives me fresh perspective and deeper understanding. It keeps me accountable and thinking strategically about the choices I make.”



David-Emanuel Oprea

“The weekly Coaching Calls have helped me become much more intentional about how I run my business. They’ve given me dedicated time to reflect, set clear objectives, and learn from other business owners who are facing similar challenges. As a result, we’ve started structuring the business more effectively, improving our processes, and thinking more proactively about growth. The support, ideas, and accountability from the community have made a real difference in helping us scale with greater clarity and confidence..”



Christian Reister

“The weekly Coaching Calls have become like an ongoing business education for me. Every session combines practical teaching, real-world challenges from other business owners, and valuable discussions that I can immediately apply. One Coaching Call on AI completely changed my perspective. I went from being skeptical to using AI extensively in my business. The combination of expert guidance and learning alongside other entrepreneurs makes the Self-Managing Business Program an incredible source of practical ideas and continuous growth.”



Samuel Sommaruga

“The Self-Managing Business Program gives me dedicated time each week to step back and think strategically about my business. The Coaching Calls are an opportunity to learn from other business owners, share challenges, and gain practical insights that improve both my business and my personal growth. The topics cover every area of running a business, giving you a true 360-degree perspective over the course of a year. If you’re committed to growing, you’ll find a community that’s genuinely willing to help you succeed.”



Russell Bjorkman

“The weekly Coaching Calls are where the principles come to life. It’s not just learning concepts. It’s discussing how to apply them alongside other business owners who are facing similar challenges. One of the most impactful sessions challenged my thinking about stepping out of the day-to-day operations of my business and gave me a practical framework for doing it. Since joining, I’ve also developed a consistent rhythm of monthly planning and reflection, which has helped me lead my business with greater clarity and intention.”



Simon Strobel

“What I love most is that the program shifts your mindset from working in the business to intentionally working on the business. It brings structure, clarity, and a strategic lens that helps you design a company that truly runs on systems. It has made me a more thoughtful leader and given me a clearer vision for the future.”



WATCH A RECAP
VIDEO FROM OUR
LAST MEDICI
GATHERING





Medici
GLOBAL VENTURES

For more information, you can
always reach out to us at
coaching@medicilegacy.com.