

14 September 2026

For immediate release

Man on a mission to help UAE businesses brings free event to Dubai

DUBAI, UAE: Dubai business owners dealing with poor-quality leads, hiring problems, inefficient systems or a business that relies too heavily on them are being invited to a free one-day accelerator on Friday, 2 October.

Fix & Scale, hosted by the Business Owners Collective (BOC), is aimed at owners whose businesses have grown but are still being run much as they were when they started. It will help them identify what is no longer working and what needs their attention first.

The event comes as the UAE continues to strengthen its position as a global centre for entrepreneurship.

The UAE was rated the world's most supportive environment for a new business for a fifth consecutive year in the Global Entrepreneurship Monitor 2025/2026 report. The report also found more than one in five adults in the UAE were engaged in entrepreneurship.

It also identified a wider international challenge it called the 'survival gap', with too few start-ups progressing from early-stage ventures to established businesses.

Business Owners Collective founder Daimien Patterson says the gap between starting a business and knowing how to run one is familiar to owners in every industry.

"Most people start a business because they're good at something. They know their product, their service, their trade or their profession.

"Then the business grows and suddenly they're expected to understand sales, marketing, finance, hiring, leadership, systems and strategy too.

"Being good at what you do might get you into business. It doesn't automatically teach you how to run one."

Patterson says the signs are often easy to recognise.

"You can have enquiries coming in but too many are the wrong fit, or not enough are converting. You can hire a team and still have every important decision come back to you. The systems that worked when you were smaller can start creating more work instead of less.

"Most business owners don't need another person telling them to work harder. They're already doing that. Sometimes the problem is working out what actually needs their attention."

Patterson says the aim of Fix & Scale is to give owners practical training and time to work through those issues.

“Our mission is simple. We want to help more business owners in the UAE build companies that last.

“Business owners need practical tools, but they can also learn a lot from people who have already dealt with the same problems. There is an enormous amount of business experience in the UAE and real value in bringing that experience together.”

During Fix & Scale, attendees will work through 10 exercises using their own businesses.

They will set out a three-year vision using measures such as revenue, profit, team size and sales. They will also map a key business process from advertising through to delivery, examine the organisational structure their business needs and work through leadership, core values, performance management, risk and meeting rhythms.

Patterson says the event is designed as a working day rather than a networking event or a day of general business advice.

“If an owner takes a full day out of their business, that day needs to earn its place.

“We want people to leave with work they can put into practice straight away and a better idea of what they need to address first.

“Some of the most useful advice can come from another business owner who can say, ‘I’ve dealt with that. Here’s what worked, here’s what didn’t and here’s what I’d do differently.’

“Different businesses will have different problems, but there are plenty of lessons we don’t need to learn alone.”

Fix & Scale is complimentary, with places limited and registration required.

Fix & Scale event details

Date: Friday, 2 October 2026

Time: 10:00am to 5:00pm

Venue: Le Royal Méridien Beach Resort & Spa, Dubai

Cost: Complimentary

Includes: Lunch, with drinks following the event

Register: <https://theboc.ae/fix-and-scale>

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Editor's notes

About the Business Owners Collective

The Business Owners Collective is a Dubai-based community built by business owners, for business owners. It brings business owners together through practical business education, shared experience and events designed to help members become better at running and growing their businesses.

About Daimien Patterson

Daimien Patterson is a business leader, entrepreneur, author and former Australian Army officer whose leadership experience spans the military, business and not-for-profit organisations. During his 14-year military career, he led teams in demanding, high-pressure environments where sound judgement, accountability and decisive action were essential.

Today, as CEO of the IXD Group of Companies, he leads a global enterprise of more than 100 people across Australia, New Zealand, the Philippines, South Africa and Dubai. His businesses include Integrity Property Investment, which he founded in 2010, as well as Smart Workforce Solutions, INTEGRITYX and DaimienPatterson.com. He has built and managed his own rental property portfolio, and his property businesses include Perth Rental Specialists, Brisbane Rental Specialists and Victoria Rental Specialists. He is also the founder of the Business Owners Collective.

Daimien is a graduate of the Royal Military College Duntroon and holds an MBA. He has written 15 books and was nominated for Australian of the Year in 2017. His work focuses on practical leadership, stronger teams and building businesses that can perform without relying on one person.

Sources

Global Entrepreneurship Monitor, [GEM 2025/2026 Global Report: From Uncertainty to Opportunity](#)

UAE Ministry of Economy and Tourism, [UAE ranks first globally in the GEM 2025–2026 global report for the fifth consecutive year](#)