BUILD SUCCESS WITH A HIGH PERFORMANCE OPERATING SYSTEM

LUKE FLOYD

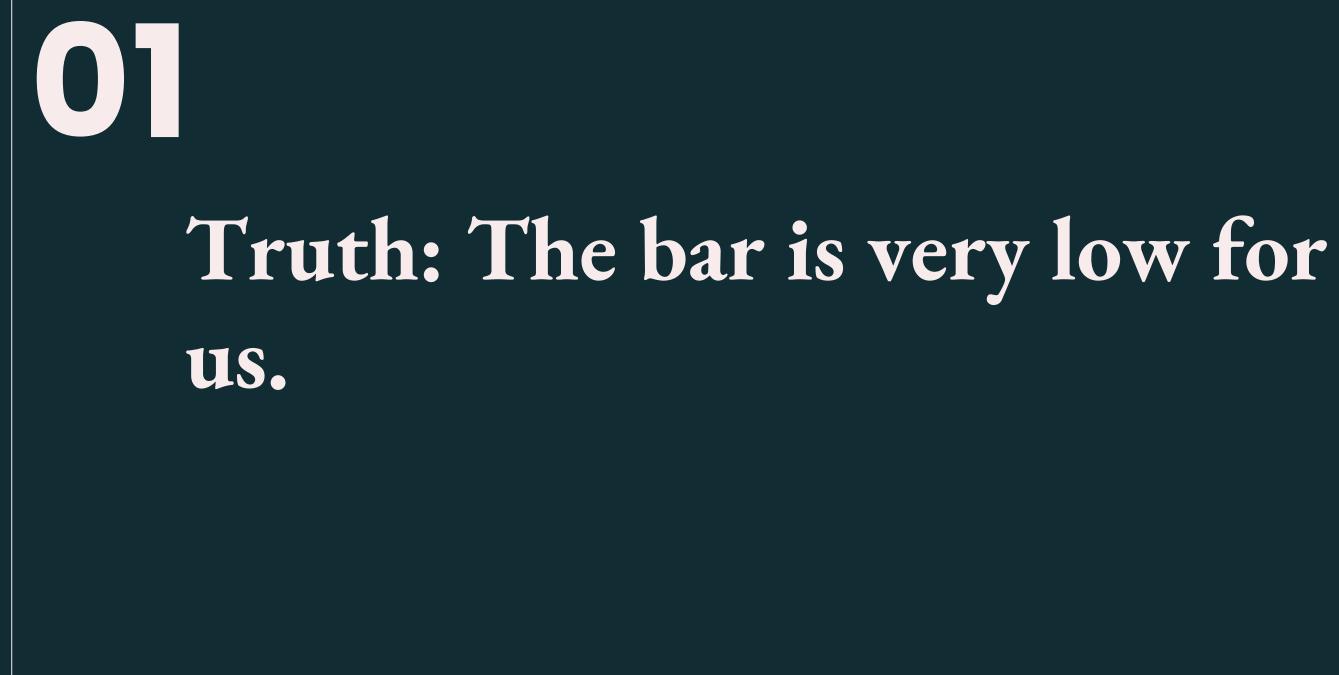


Four Truths

Behind My Personal Operating System, IGST.











of Americans have high/very high trust in salespeople as a profession. - Gallup 2023

The bar is on the floor...

Win Rates are Down

Win rates on opportunities >\$100,000 dropped to just **17%**

- Winning By Design in March 2023.

The Model is Broken

74% of buyers state that sales feels transactional.

- Salesforce 2024 State of Connected Customer

What Worked Before...

Interest rates and macroeconomic headwinds means your leadership might be out of their element.

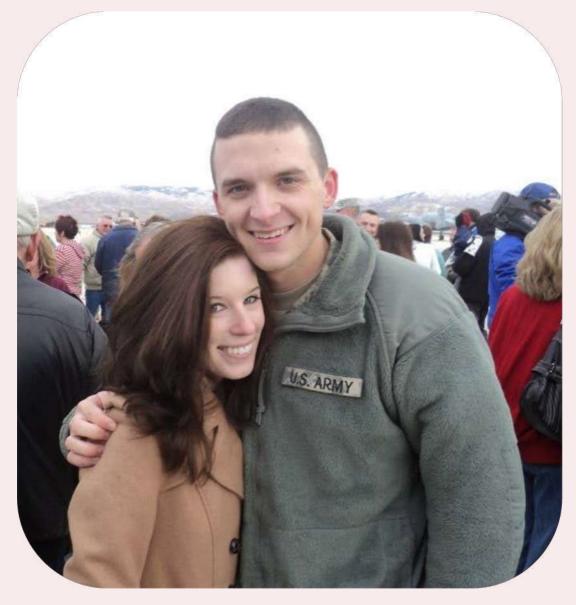


What do you have to lose from doing it your way?

About Me



About Me









About Me



I Needed an Operating System

Day In, Day Out

How can we consistently show up as our best selves, while also providing ourselves the grace needed to be human in a difficult world?

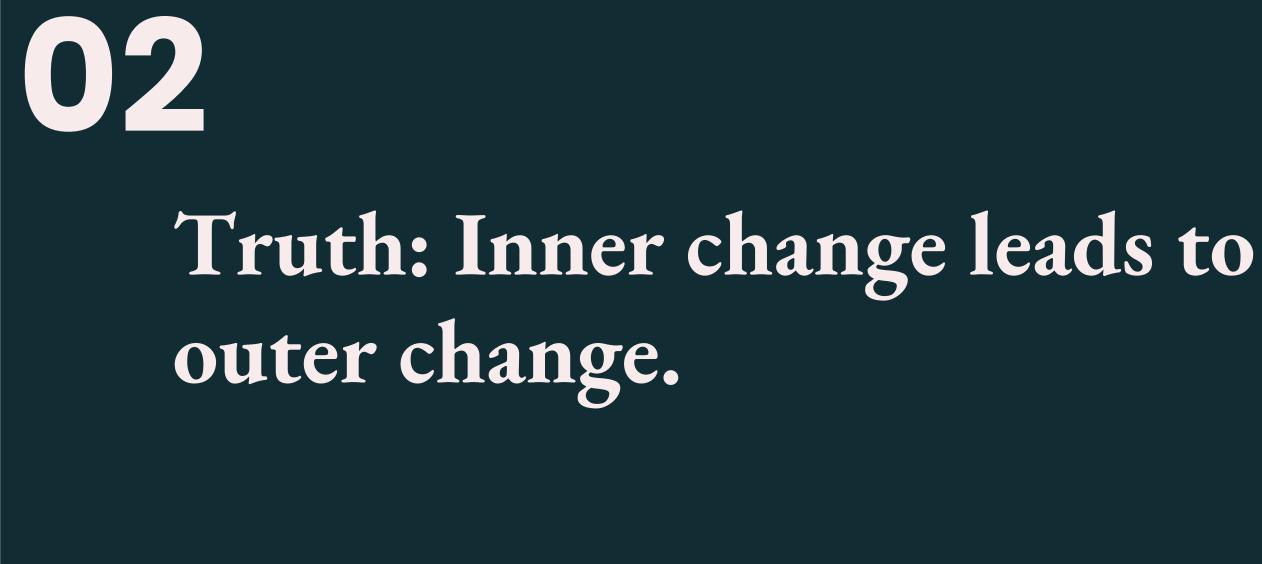
Authenticity

How can I be true to my core values and desires without compromising?



Intentional

I love to get it right.

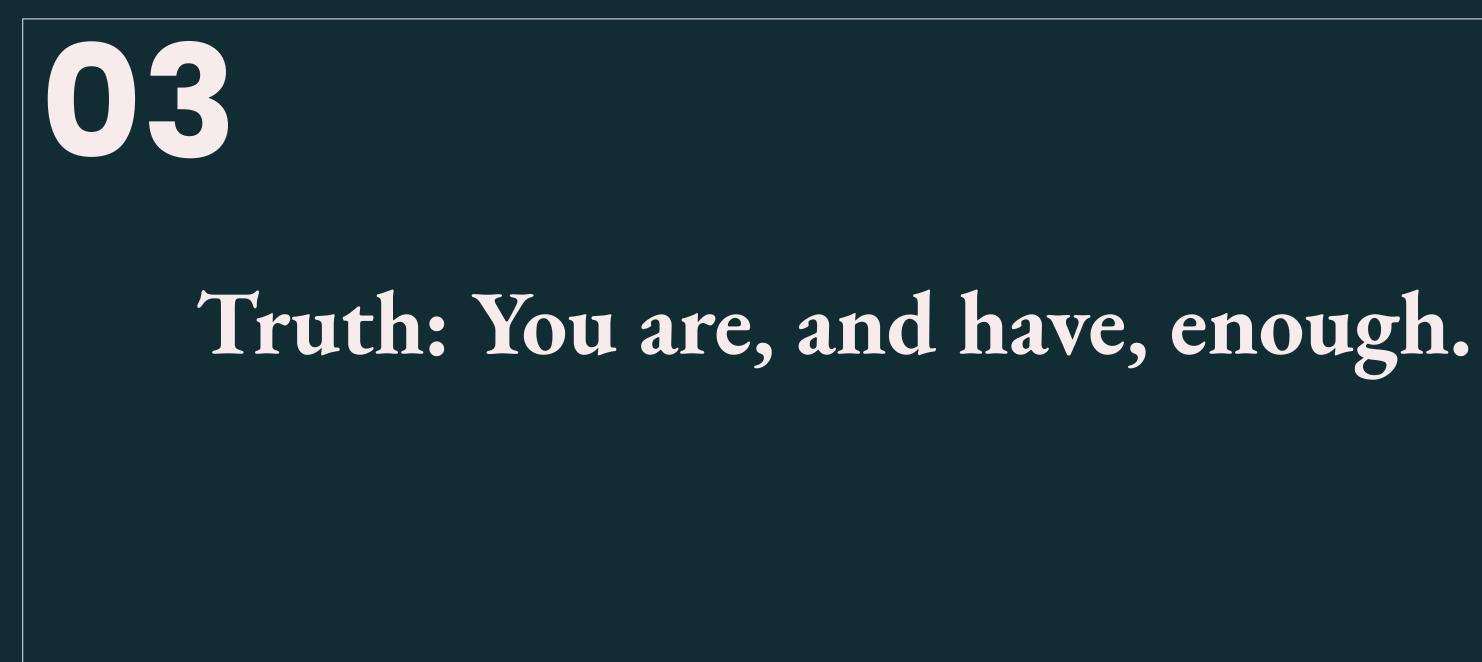






First, say to yourself what you would be. Then do what you have to do.







Humans Evolved to Solve Problems Together

2,000,000 BCE

400,000 BCE

Collaboration

First human collaboration

Shared Intentionality

First shared intentionality

70,000 BCE



Symbols and spoken language in use



Knowledge Work

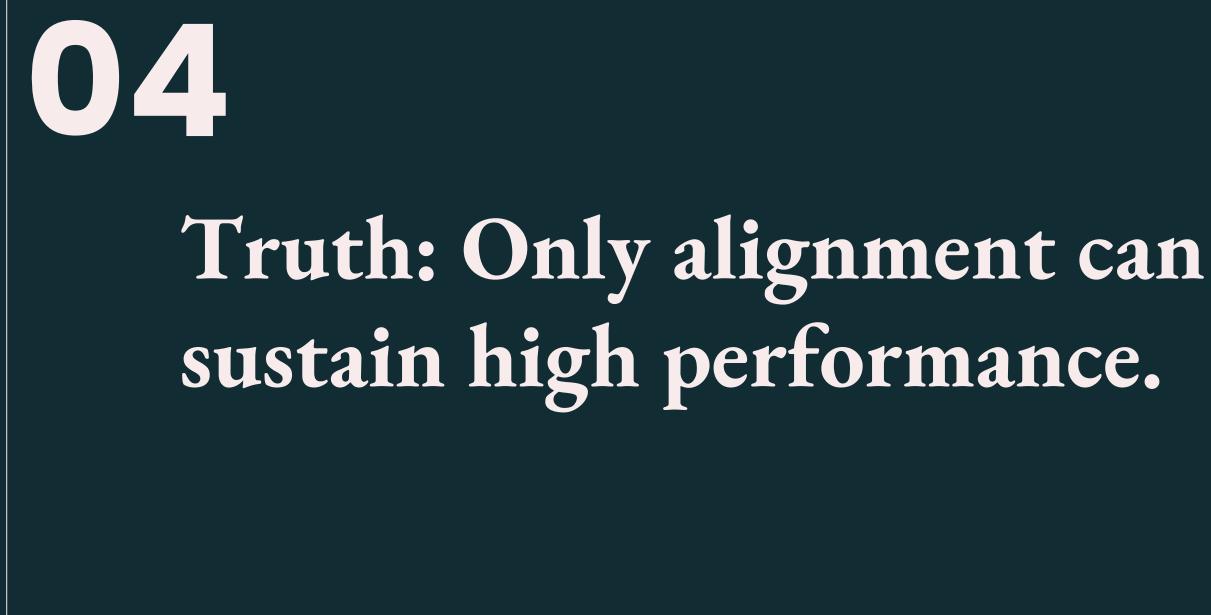
Embracing Deep Work.

Leadership

Extreme Ownership

Problem Solving

Collaborative problem-solving is your human birthright





What is a personal operating system?

Multiple Dimensions

Skills/Challenge Gap

Time Scale

Outpace

Ensures Alignment

Through intentional application, and multiple dimensions, you can align various parts of your life to work together.

Alignment in physical, emotional, financial, friends, family, and community.

Success Insurance

Works for you, even when you can't be "on".

1. Embody your intentions. 2. Clarify your goals. 3. Select your Strategies. 4. Define your tactics.



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