

# BUILD SUCCESS WITH A HIGH PERFORMANCE OPERATING SYSTEM

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# Four Truths

Behind My Personal Operating System, IGST.



# 01

**Truth: The bar is very low for  
us.**



8%

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 macro-economic 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.

# 02

**Truth: Inner change leads to  
outer change.**





“

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

— Epictetus

03

**Truth: You are, and have, enough.**



# Humans Evolved to Solve Problems Together

**2,000,000  
BCE**

**Collaboration**

First human collaboration

**400,000  
BCE**

**Shared Intentionality**

First shared intentionality

**70,000  
BCE**

**Language**

Symbols and spoken  
language in use



# Strategies

## Knowledge Work

Embracing Deep Work.

## Leadership

Extreme Ownership

## Problem Solving

Collaborative problem-solving is your human  
birthright

# 04

**Truth: Only alignment can  
sustain high performance.**



# 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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