

## PE/VC Community -

Every industry has its defining journal — *Harvard Business Review* for management, *JAMA* for medicine, *Nature* for science. Yet in the world of **go-to-market**, there's been no central source for rigorous, practical insight.

We've decided to change that.

I'm excited to introduce you to ***The Growth Journal***, a new quarterly publication from Winning by Design, created for modern CEOs, Operating Partners, and GTM leaders. Each issue distills the latest thinking, data, and case studies on how to build scalable, efficient growth systems.

Inside the inaugural edition you'll find stories packed with insights and actionable takeaways, such as Rob Giglio – Canva's Chief Customer Officer – discussing how great GTM design is rooted in simplicity, as well as WbD's own Dr. Dan Patterson exploring the science behind why compounding growth isn't an outcome but rather a system. These are just two of a dozen articles featured in October's issue — each designed to help leaders architect growth in the modern landscape.

Many of you have already subscribed. If you have yet to do so, you can [subscribe to the Growth Journal here \(available in print and digital\)](#). And, if you're interested in receiving a few copies for an upcoming event - drop me a line. Happy to ship these out to you!

Lastly, as always, I'd be [happy to discuss](#) how our research connects to your own growth strategy or portfolio priorities.

### **Here's to continued growth!**

P.S. - We're hosting our final GTM Operating Partner Gathering **in SF on Nov. 18**. If you're interested in receiving a dinner invite, please let me know.

**Best,**

Lauren Goldstein

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