

Hi there,

We are officially off to the races!

Whether your portfolio companies wrapped the year in December (then spent January prepping for and hosting RKO's), or whether the new fiscal began this week, **it's "go time" for growth!**

AI remains in the spotlight across every growth stage. But across the PE-backed companies we work with, we're seeing a familiar pattern: teams are racing from experimentation to automation, hoping AI will unlock efficiency and scale. The opportunity is real. The risk is too—**automation without GTM fundamentals doesn't create leverage. It accelerates inefficiency.**

AI can only scale what already exists. If the underlying GTM motion isn't clearly defined, measured, and owned, automation simply accelerates inefficiency. To truly benefit from AI, your portfolio companies need a **well-architected, repeatable operating model first.**

That's where **Revenue Architecture — and the Bowtie — come in.** Over the past decade, we've used the Bowtie to help companies define how customers move from first touch through expansion, align teams around shared metrics, and establish clear ownership at every handoff. It's the foundation required to scale any GTM motion — with or without AI.

With our recent *Getting Your Bowtie on Straight* [webinar](#) attended by over 300 GTM professionals, we're making that foundation more tangible and actionable through the **2026 Bowtie Toolkit** — a practical, portfolio-ready system you can use directly with leadership teams to standardize GTM design, measurement, and execution across your investments. In case you missed, I wanted to pass it along.

The Bowtie Toolkit is designed to be used directly with portfolio leadership teams — not as theory, but as a working system.

[Download the Bowtie Toolkit →](#)

What Else? 6 Ways to Engage

I'd love to see you at an upcoming event — great opportunities to connect with peers and uncover how growth is being driven across portfolios.

Operating Partner Dinner Series

- London — February 25, 2026 ([RSVP](#))
- New York ([indicate interest](#))
- Boston ([indicate interest](#))
- San Francisco ([indicate interest](#))

Impact Roadshow ([more details](#))

- London — February 25, 2026 ([Request an Invite](#))
- Chicago — March 11, 2026 ([Request an Invite](#))

As always, I'm happy to discuss how I can support your portfolio priorities this year.

To continued growth,

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