

Hi there,

I hope you're having a wonderful summer!

I've had an unique opportunity to be on a listening tour this summer - meeting with over 50 GTM Operating Partners and Operating Executives inside growth stage companies. While I've not yet collated all the insights, the themes are clear.

They weren't focused on a flashy new tool. Every team has done an impressive amount of experimentation. There's also pattern recognition appearing across what a best in class AI GTM Operating Platform looks like. So, access to AI isn't the advantage anymore. What you build around it is.

The moat is the system.

At a recent event in the valley, Jacco broke that system into four parts.

1. The knowledge locked inside your best people.
2. The relationships that connect it.
3. The motions that repeat and compound.
4. And the layer that ties people, process, and technology together so the whole thing gets stronger instead of walking out the door when someone leaves.

Then he asked the question the room kept circling back to: **who architects that system? At most companies, the honest answer is no one.**

That gap is the opportunity.

It matched what I heard across dozens of conversations this summer. The biggest growth constraints are rarely technology problems. They're leadership, alignment, and focus problems. AI makes a good system faster. It makes a broken one *break* faster.

Which is exactly why Winning by Design built its new course – **AI for GTM.**

It's a hands-on course that turns an underused AI license into a daily operating advantage. Over four working sessions, reps build against their own pipeline: a daily prioritization brief, an overnight account research report, a SPICED-based discovery workflow, and a proposal generator they save as a reusable Skill. Every output is grounded in SPICED and CRM-ready. Each build keeps running after the course ends.

It's the difference between adopting AI and architecting with it.

If you have portfolio teams sitting on AI licenses they barely touch, this is a clean way to start closing the gap across the portfolio.

→ [Explore the AI for GTM course and upcoming cohorts](#)

Richard from Apax Partners saw the value — we're offering his and all firms the ability to extend a **20% discount to your portfolio companies.** [Reply for a custom code.](#)

++ Let's go deeper in person.

If you'd rather work through the ownership question in person, that's what our Impact Summer Series rooms are for. Smaller tables, one question that matters this quarter.

→ [Impact Summer Series: Burlingame — August 18](#)

→ [Impact Summer Series: San Francisco — September 17](#)

Lastly, if you can't make it to SF, but are in NYC on October 20, we'd love you to join us at our upcoming [Operating Partner dinner](#). Spaces will fill quickly, so please RSVP as soon as you know your plans.

Please reach out if you'd like to connect and dive into these topics further. I always love hearing from this community!

To continued growth,

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