

# INDEPENDENCE BY DESIGN

THE OWNERSHIP OPERATING SYSTEM™



# OWNERSHIP OPERATING SYSTEM

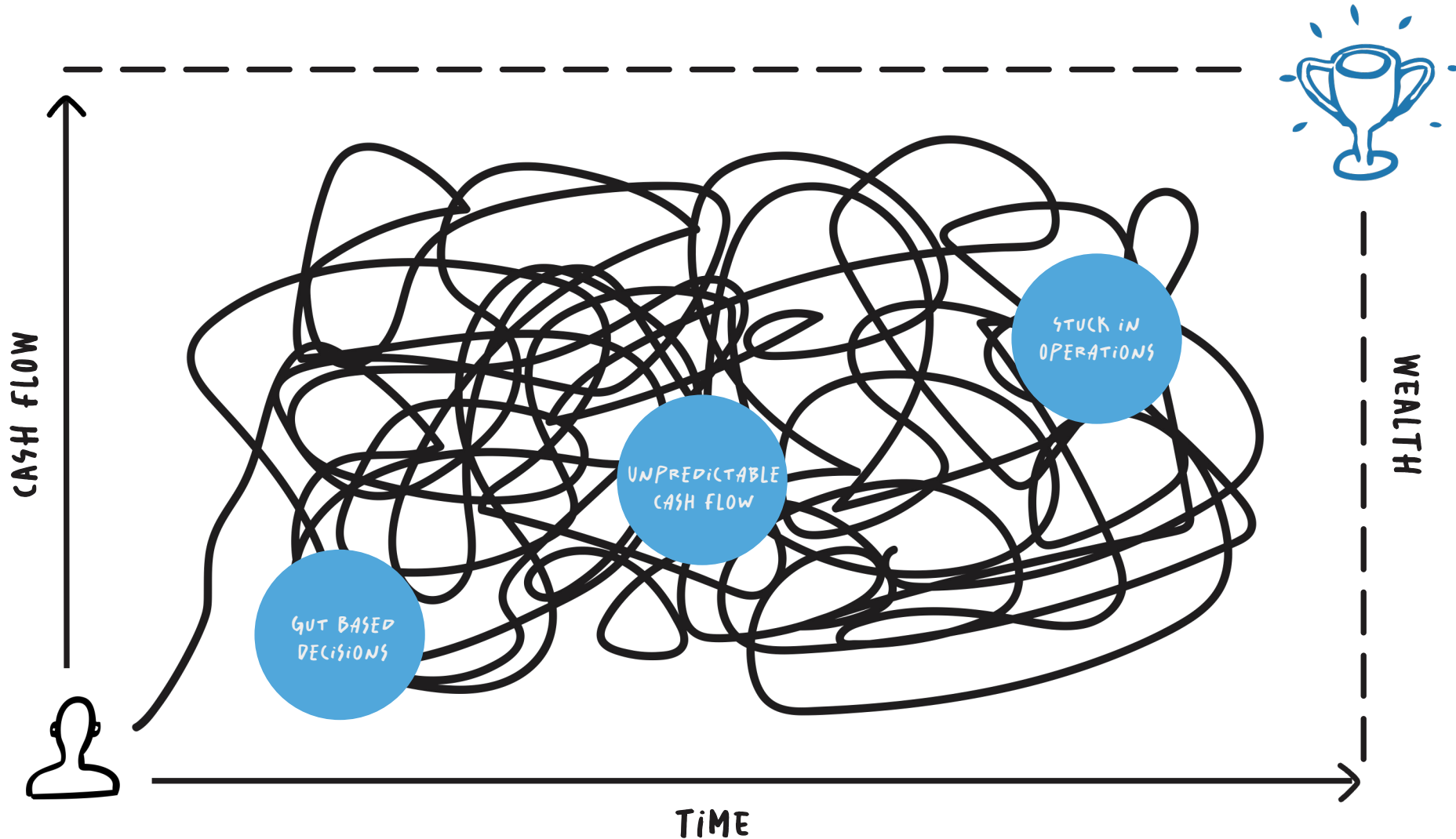
**INDEPENDENCE**  
BY DESIGN ↩



# BUSINESS OPERATING SYSTEM

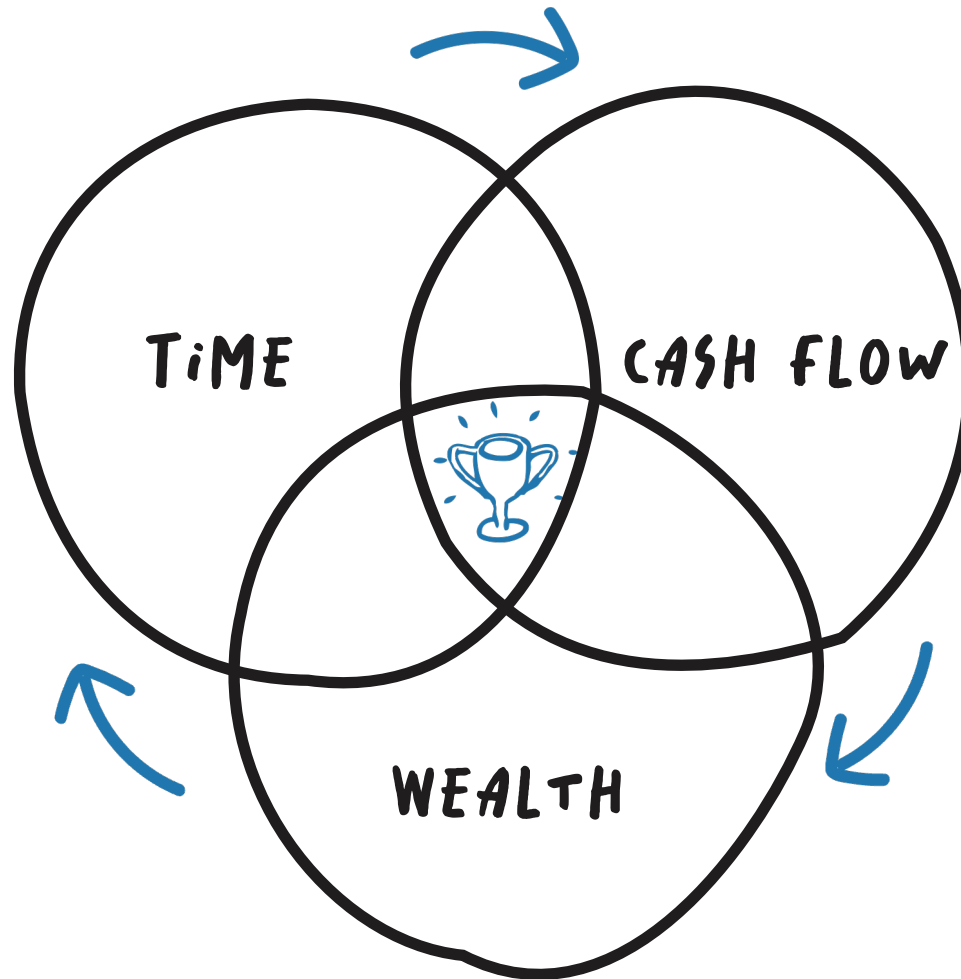


# THE OWNER-OPERATOR TRAP™

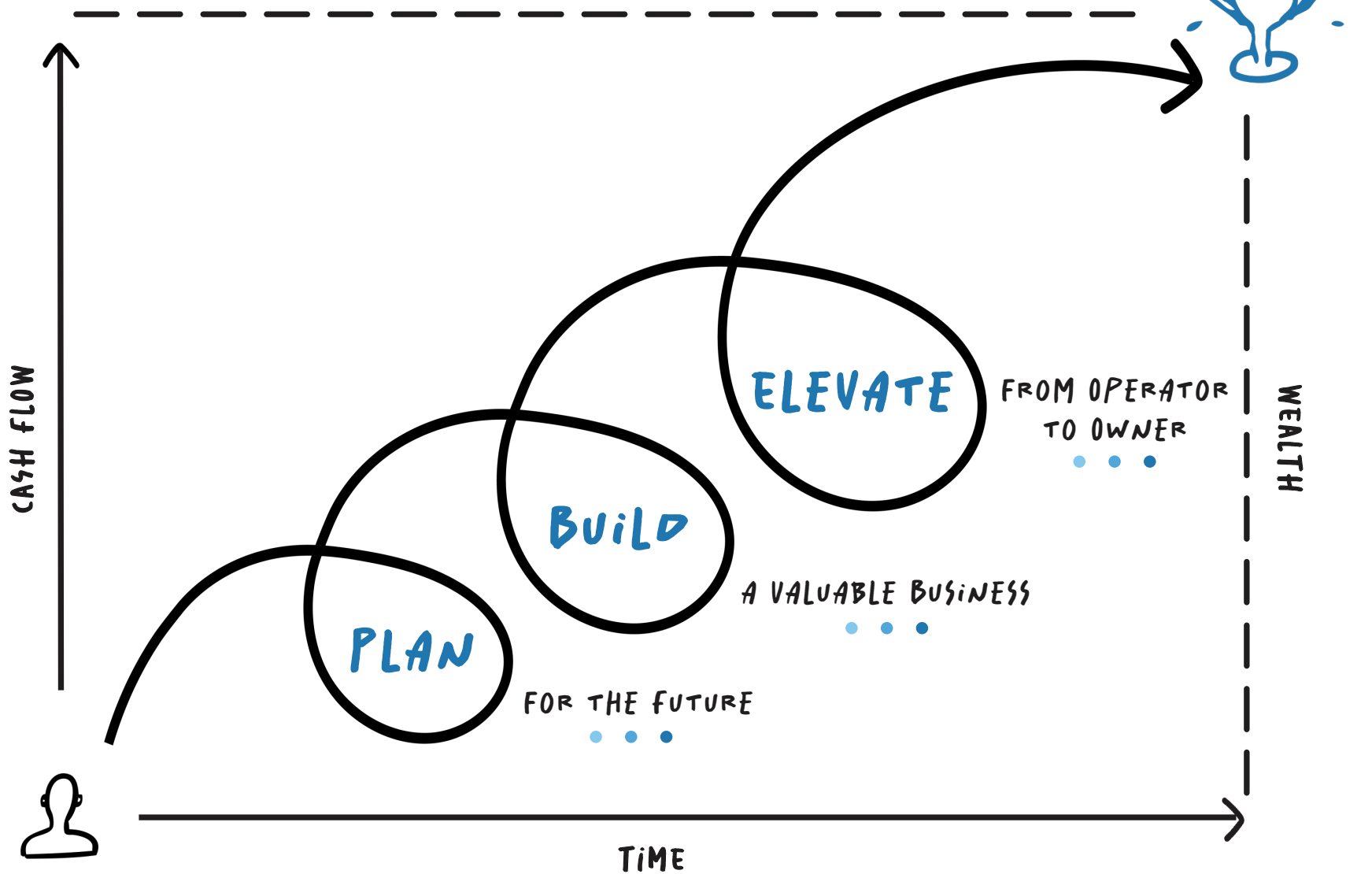


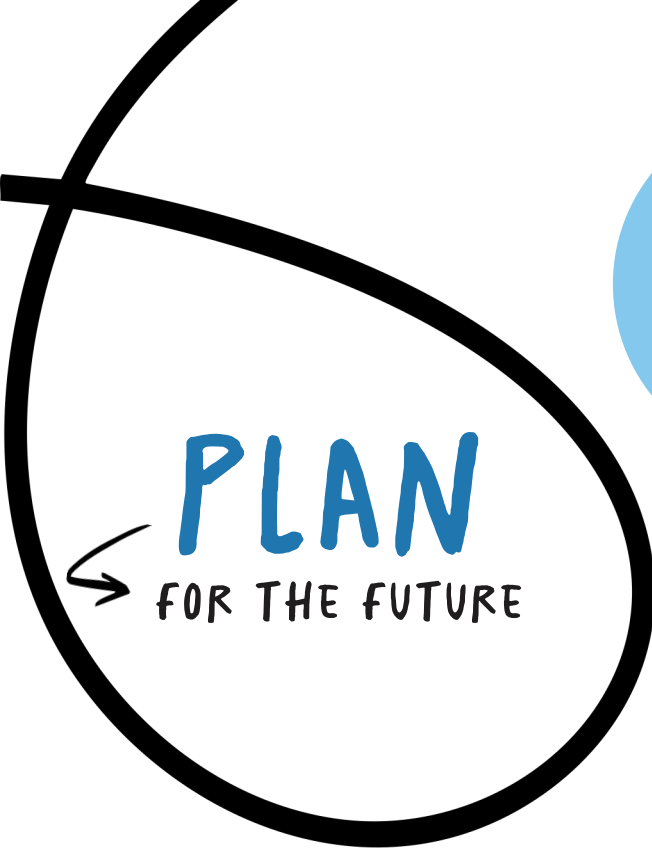
# iNDEPENDENCE ESCAPE VELOCITY™

The moment your business gives you freedom of time and money  
— whether you scale, step back, or sell.



# INDEPENDENCE BY DESIGN





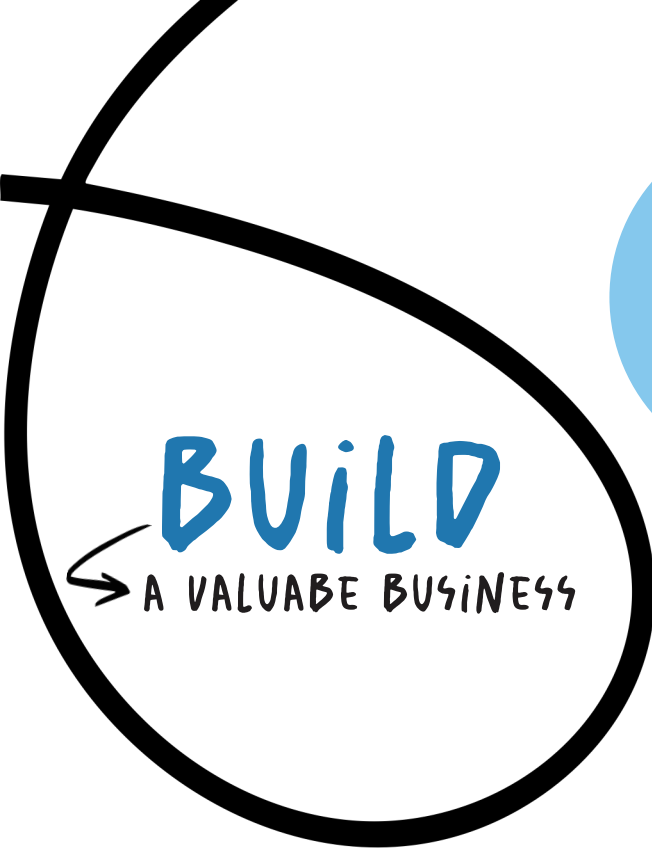
Define Your Owner's North Star.



Understand the Game of Ownership.



Drive Strategy from the Boardroom.



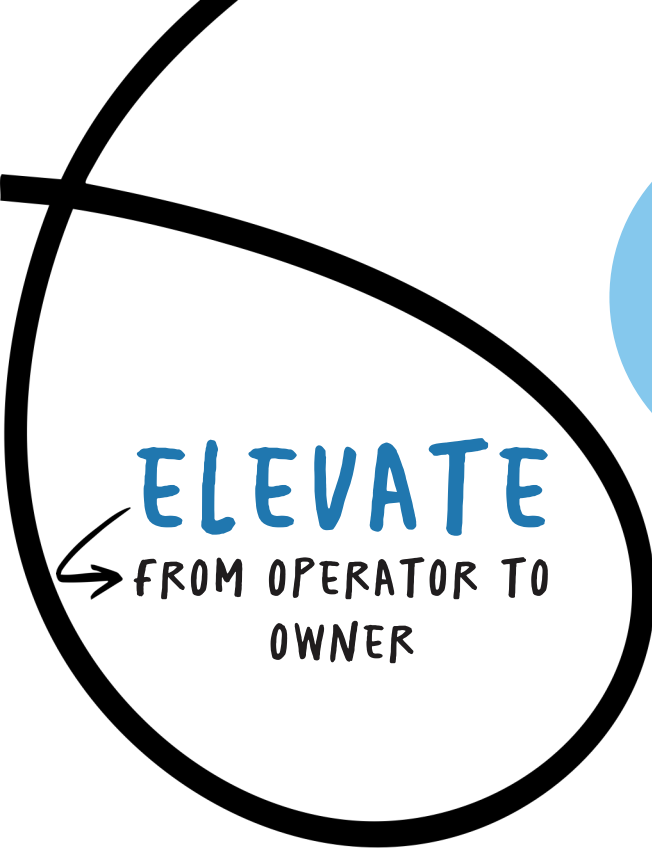
Create a Reliable Financial Dashboard.



Consistently Generate New Business.



Build a Profitable Business That Lasts.



Build a Team That Thinks Like Owners.



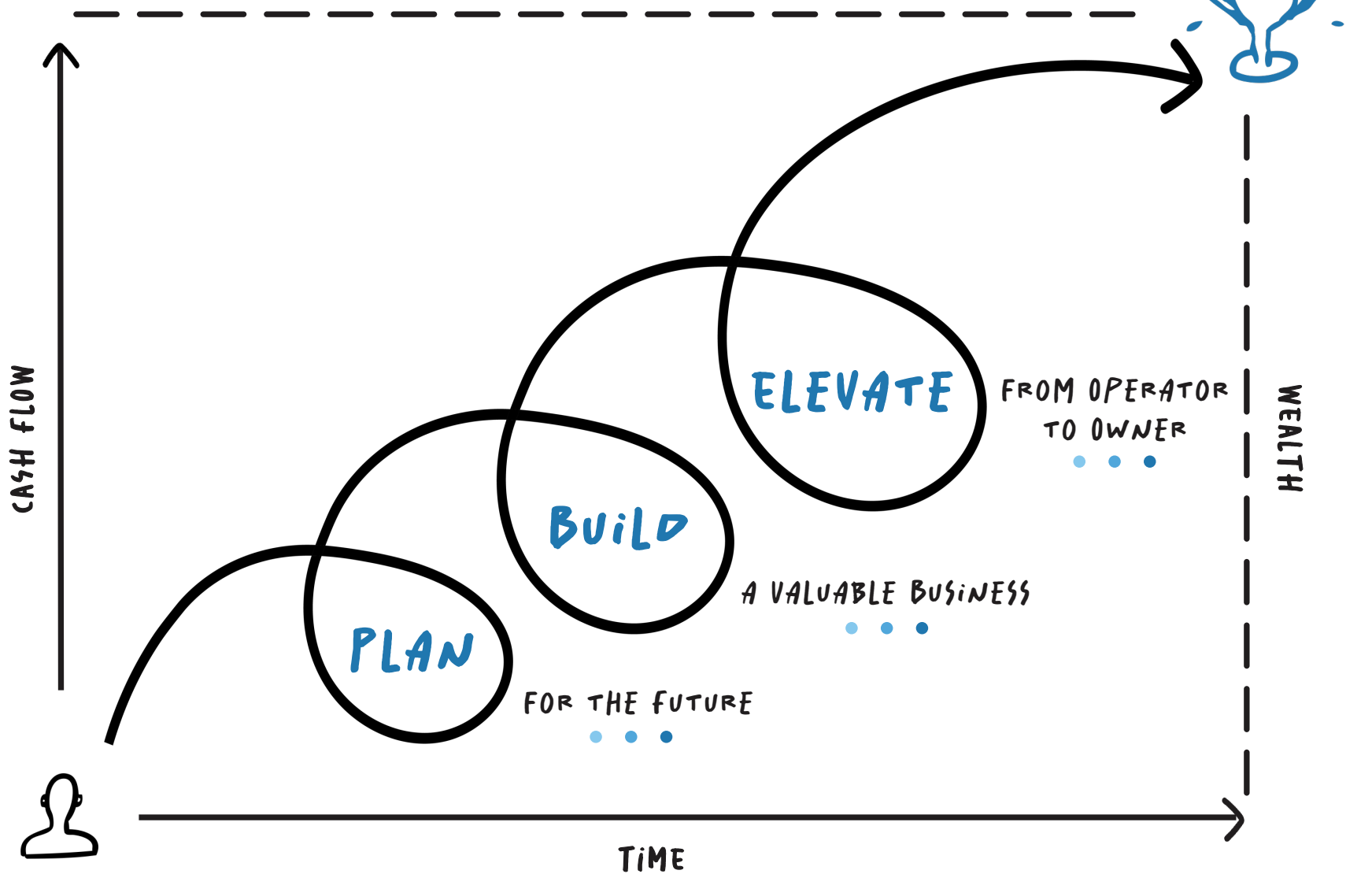
Design Incentives That Drive Growth.



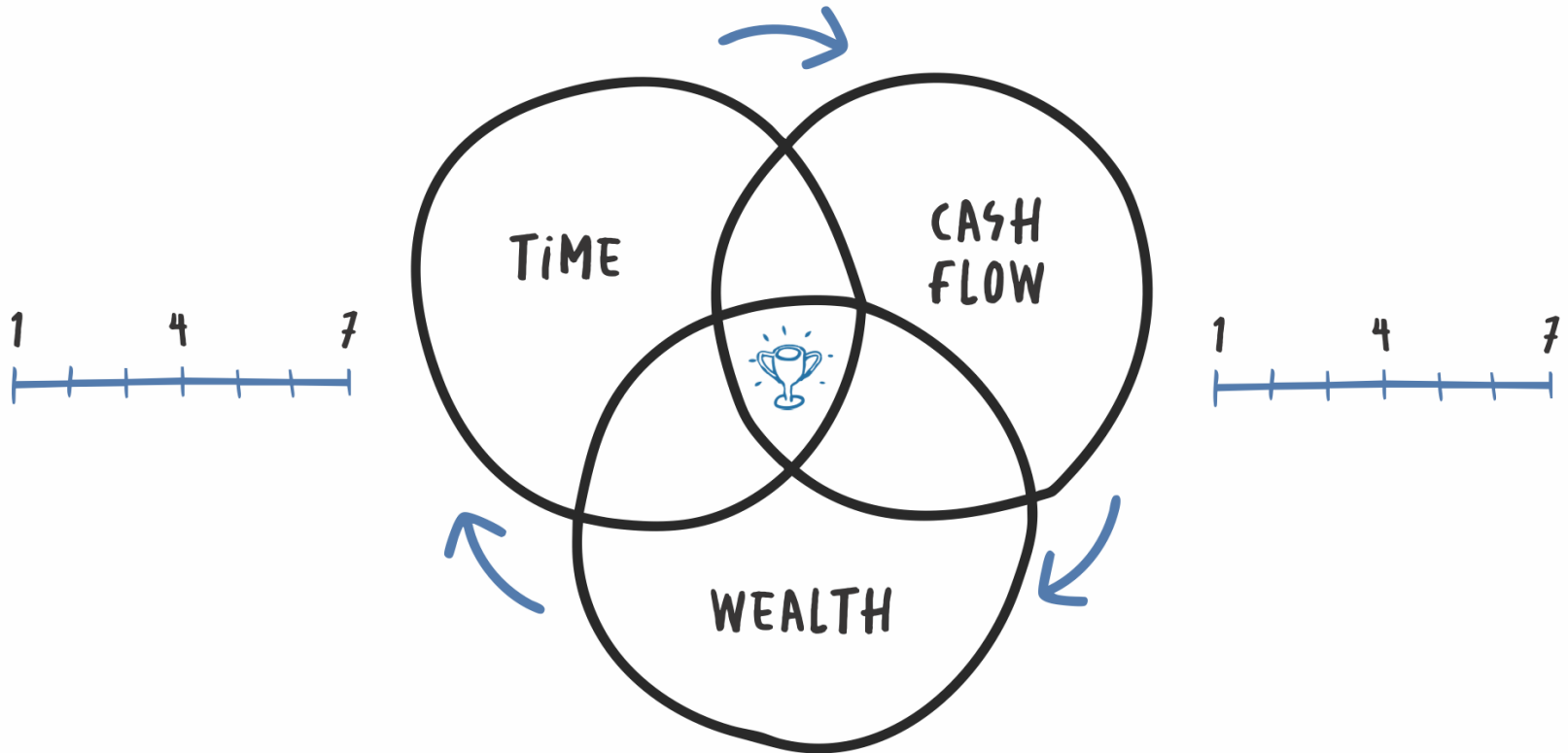
Step Fully Into the Boardroom.



# INDEPENDENCE BY DESIGN



# THE *iBD* ALIGNMENT SCORE™



HOW CLEAR IS YOUR PATH?

7 = Very Clear

4 = Somewhat Clear

1 = No Visibility

Total Score:

/21