Persistence
Management Holdings™

GUIDED BY THE PERSISTENCE MANAGEMENT SYSTEM

Great companies aren't run by heroics. They're run by design.

A comprehensive philosophy that ties strategy, culture, management and execution together — and builds a team's capacity to run it.

DELIVERED BY

CultureWise · Persistently

PMH.PERSISTENTLY.US

THE PERSISTENCE MANAGEMENT PHILOSOPHY

Hunt with Focus.
Win with Persistence.

Long before tools and technology, humans won by persistence hunting — never the fastest or strongest animal on the savanna, but the one that could **coordinate, communicate and endure**. Persistence hunters succeed not through brute force, but by staying locked on their target while the herd scatters: working as a team, reading the terrain, and outlasting every obstacle.

We chose this philosophy because business is the same game. Markets scatter like herds. Competitors sprint and fade. The companies that win are the ones that **stay locked on target and keep moving** — together, deliberately, for as long as it takes. The same discipline builds great companies.

WHAT PERSISTENCE HUNTERS KNOW

Lock on target	Stay focused on the goal despite market noise
Coordinate the team	Shared language and aligned roles across the organization
Carry the right tools	Systems, standards and rituals that enable endurance
Communicate constantly	Real-time feedback loops from ground to leadership
Read the herd	Understand competitive dynamics and movement

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THE PERSISTENCE MANAGEMENT SYSTEM

A healthy organization needs all five systems.

Just as the human body functions through interconnected systems, great companies thrive when structure, culture, management, operations and strategy are all working in harmony.

HOW WE PUT THE SYSTEM TO WORK

Companies today are already running these five systems — in meetings, habits, spreadsheets and tribal knowledge. Rarely deliberately, and almost never all five at once.

PMH exists to change that, and we do it two ways. We **strengthen these systems for other companies**, through CultureWise and Persistently. And we **acquire companies** where applying this approach turns a good business into a durable one. Either way the aim is the same: **capacity the team keeps** — not dependence on us.

1		**Executive Foundations** THE SKELETON	Clarify purpose & values · Initiative setting & executive rhythm · Planning & team accountability **Partner network · occasionally Persistently**
2		**Culture by Design** THE HEART	Principle-based Fundamentals · Rituals that teach & reinforce · Light-touch digital nudges **Delivered by CultureWise**
3		**Management by Design** THE BRAIN	Management standards & handbook · Management Collaboration Teams · Strengthens middle management **Delivered by Persistently**
4		**Operations by Design** THE MUSCLES	Documented playbooks · Operations blueprint & dashboard · Visible tradeoffs · Working "on the business" **Partner network**
5		**Strategy by Design** THE LUNGS	Feedback loops from customer, employee & industry · Timely, actionable executive signals **Partner network**

HOW THE SYSTEMS ARE DELIVERED

We don't rebuild what the market already does well. **Culture and Management are delivered by our own companies**, because those two systems are the least served today. For **Executive Foundations, Operations and Strategy** we work through an established network of specialist practitioners and integrate with the systems, tooling and advisors a company already has — extending what's working rather than replacing it.

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SYSTEM 1 · THE SKELETON

Executive Foundations

The skeleton gives shape and structure to everything.

DELIVERY

Partner network — occasionally delivered directly by Persistently

Executive Foundations is a mature, well-served discipline. We work alongside EOS® Implementers, Scaling Up® coaches, Systems & Soul™ practitioners and independent operators, and we build on whatever business operating system a company already runs rather than replacing it. Where scope or timing calls for it, Persistently delivers this work directly.

Executive Foundations gives the organization its shape: a clarified purpose, explicit values, and the executive rhythm that turns intention into commitments. Before culture can be taught, management can be standardized, or strategy can adapt, leadership has to agree on **what the company is for, what it's trying to accomplish, and how the team will hold itself accountable**.

WHAT YOU BUILD

Clarity of purpose & values

A shared, written answer to "why we exist and how we behave" — the reference point for every decision that follows.

Initiative discipline

Fewer, clearer priorities set at the executive level — so effort concentrates instead of scattering.

Executive rhythm

A cadence of planning and review that keeps leadership aligned without adding meetings for their own sake.

Team accountability

Commitments that are visible, owned and tracked — progress everyone can see.

THE IMPACT

From good intentions to shared direction

Aligned leadership

Executives pull in the same direction — decisions speed up because the reference points are shared.

Focus that compounds

The organization stops chasing everything; effort concentrates on the few things that matter.

Follow-through

Plans survive contact with the quarter — commitments visible, owned and kept.

WHERE IT FITS

The first system. Everything else bolts onto this skeleton — without structure, the other four have nothing to hold onto.

HOW IT TIES INTO THE WHOLE

Your values feed the **Culture** fundamentals. Your initiatives give **Management** and **Operations** their marching orders. And the planning rhythm creates the listening posts that **Strategy** depends on.

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SYSTEM 2 · THE HEART

Culture by Design

The heart pumps life through the organization.

DELIVERY

Delivered by CultureWise

Culture by Design is delivered by CultureWise, the PMH company dedicated to making culture explicit, teachable and durable. Culture is one of the two systems we own outright, because it is one of the two the market serves least well.

Culture is what people do when no one's watching — and most companies leave it to chance. Built on the proven CultureWise methodology, Culture by Design makes your culture explicit: a set of principle-based **Fundamentals** that describe the behaviors driving your success, taught and reinforced through simple weekly rituals and light-touch digital nudges.

WHAT YOU BUILD

Behaviors made explicit
Fundamentals everyone can name, teach and practice — culture as a skill, not a slogan.

Rituals that stick
A weekly rhythm that keeps culture in the conversation across every team and location.

Reinforcement, not bureaucracy
Light-touch digital nudges that keep behaviors alive — without compliance programs.

Culture that survives growth
New hires absorb the culture by design, not osmosis — through every acquisition and expansion.

THE IMPACT

From values on the wall to behaviors in the hallway

People who stay
Engagement and retention rise where culture is intentional, not accidental.

One company everywhere
Consistency across locations, teams and acquisitions — the same culture in every room.

Friction resolved early
A shared behavioral language settles people problems before they escalate.

WHERE IT FITS

The heart. It sets the tone for how every other system is actually executed on the ground.

HOW IT TIES INTO THE WHOLE

Fundamentals translate the values defined in **Executive Foundations** into daily behavior, give managers in **Management by Design** a shared coaching vocabulary, and shape how **Operations** and **Strategy** decisions actually get made.

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SYSTEM 3 · THE BRAIN

Management by Design

The brain coordinates decisions and enables learning.

DELIVERY

Delivered by Persistently

Management by Design is delivered by Persistently, the PMH company dedicated to installing management operating systems. Management is the second of the two systems we own outright — and the one where the gap between what companies need and what the market offers is widest.

Training raises the ceiling for a few top performers. A management operating system **raises the floor for everyone**. As a company scales, middle management becomes the make-or-break layer — and management left to personal style is unpredictable and unscalable. Management by Design installs shared standards in a living playbook, then builds the monthly rhythm and peer accountability that make them stick.

WHAT YOU BUILD

Living management playbook
Observable, coachable behaviors — your standards, your language — documented and built to survive turnover.

Management Collaboration Teams
Cross-functional cohorts of 5–8 managers practicing the standards together in a structured rhythm.

Monthly operating rhythm
A repeating cadence that reinforces and compounds — not a one-off training event that fades.

Positive peer accountability
Cohort structures that lift every manager's floor peer-to-peer — without top-down pressure.

THE IMPACT

From individual skill-building to organizational transformation

A team in key together
The whole management team harmonizing around shared practices — a group discipline that compounds.

Clearer sight lines
More feedback loops give leadership visibility into what's actually happening — fewer surprises.

Empathy across silos
Managers develop genuine understanding across departments, breaking down silos and building trust.

WHERE IT FITS

The brain. It coordinates the body — translating direction into execution and feeding reality back up.

HOW IT TIES INTO THE WHOLE

Managers translate the priorities set in **Executive Foundations** into team-level execution, model the **Culture** daily, drive the disciplined action **Operations** requires, and feed ground truth back up to **Strategy**.

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SYSTEM 4 · THE MUSCLES

Operations by Design

Muscles convert intent into visible, disciplined action.

DELIVERY **Partner network**

Operations has a deep bench of specialist practitioners and mature software. Our role is integration: we work with the documentation, dashboards and process tooling a company already has, and engage specialist partners where deeper capability is warranted.

Operations is where intent becomes action. Your business already runs on playbooks; they're just trapped in people's heads. We help you **document how the work actually gets done**, build an operations blueprint and dashboard that make work and tradeoffs visible, and create the protected space for leaders to work **on** the business, not just **in** it.

WHAT YOU BUILD

Documented playbooks
How the work gets done — out of heads and tribal knowledge, into a system anyone can learn.

Blueprint & dashboard
One shared view of how the business runs and how it's performing — visible to those who need it.

Visible tradeoffs
Capacity and priority decisions made deliberately and in the open — not by default or by whoever shouts loudest.

On-the-business discipline
Structure and protected time for improvement work — so the urgent stops crowding out the important.

THE IMPACT

From heroic effort to disciplined execution

Predictable execution
Less variance, fewer fire drills — commitments the rest of the business can trust.

Growth without chaos
Playbooks make capacity addable — scaling doesn't mean reinventing.

Leaders out of the weeds
Time back for working on the business instead of fighting fires in it.

WHERE IT FITS

The muscles. Direction becomes movement here — and the movement becomes measurable.

HOW IT TIES INTO THE WHOLE

Operations executes the initiatives set in **Executive Foundations**, gives **Management** the instrumentation to coach against, embodies the **Culture** in daily work, and generates the operational signals **Strategy** reads to adjust course.

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SYSTEM 5 · THE LUNGS

Strategy by Design

Lungs sustain endurance — breathing in signals, breathing out direction.

DELIVERY **Partner network**

Strategy is well served by established planning, research and advisory disciplines. We work with a company's existing planning cadence and advisors, and engage specialist partners where dedicated capability is required.

Strategy isn't an annual offsite — it's a breathing rhythm. Most companies set direction once a year and then run blind for eleven months. Strategy by Design builds the feedback loops that let leadership continuously **inhale signals** — voice of customer, employee and industry — and **exhale timely, actionable direction**. It's how a persistence hunter reads the herd: constantly, systematically, while still moving.

WHAT YOU BUILD

Always-on feedback loops
Signal collection built into the normal operating rhythm — not a special project that fades.

Three voices, systematically heard
Customer, employee and industry — captured deliberately instead of anecdotally.

Timely executive signals
Insight that reaches leadership while there's still time to act on it.

Adaptive direction
Strategy refreshed continuously as conditions change — not re-invented annually.

THE IMPACT

From annual planning to continuous adaptation

No surprises
Leadership sees market and internal shifts while they're still small.

Faster course correction
Direction adjusts in weeks — not at next year's offsite.

Confident decisions
Grounded in systematic signal from customers, employees and the industry — not anecdote and gut.

WHERE IT FITS

The lungs. Endurance depends on this one — it's what keeps the whole system pointed at a moving target.

HOW IT TIES INTO THE WHOLE

Strategy senses what's changing in the market and inside the company, informs the priorities **Executive Foundations** sets, and keeps **Management**, **Operations** and **Culture** pointed at a moving target — so the whole system keeps pace with the herd.

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Persistence
Management Holdings™

THE PERSISTENCE MANAGEMENT SYSTEM

Built to outlast the people who built it.

The Persistence Management System isn't a consulting product. It's how we believe companies should be run — and we put it to work two ways.

IF YOU'RE BUILDING

Strengthen the systems you already run

If you're ready for the next level of systematization in your business, we can help you identify where to focus and keep building. Reach out and we'll connect you with the right professionals to get you there — our own companies where they fit, and the best practitioners in our partner network where they don't.

Start a conversation with
Dustin Campbell
DUSTIN@PERSISTENTLY.US

IF YOU'RE THINKING ABOUT WHAT'S NEXT

Sell to owners who intend to run it

PMH acquires and holds companies for the long term. We are not a fund — there is no clock and no exit timetable, so the first year can go into structure instead of into a story for the next buyer. Both partners have acquired, operated, transformed and exited a business of their own, and the value we add comes from installing systems, not from leverage or cost-cutting.

WHAT WE LOOK FOR

EBITDA	$1M+
Sectors	Business services
Geography	United States

A confidential conversation with
Erik Waters
ERIK@PERSISTENTLY.US