

APRIL 2026

SPECIAL EDITION

THE WINNERS SPOTLIGHT

BUSINESS MAGAZINE



FEATURED GUEST:

ERIN PATTEN

Founder, The MetaBusiness World

SUCCESS THAT *FLOWS* INSTEAD OF BEING FORCED

*Feminine-Led Success
for High-Achieving Women*

Inside this issue:

SYSTEMS, LEADERSHIP,
RESILIENCE, AND
BUSINESS GROWTH



CONTENTS

Inside this special edition: stories, systems, strategy, and leadership insights for modern builders.



03	Creative Team
04	Editor's Notes by Jay Adewole
05–06	Why the Next Generation of Winning Businesses Are Built on Systems—Not Hustle
07	POV CRM Advert
08–09	Featured Guest — Erin Patten
10	The Winners Circle with Jay Podcast
11–12	Guest Feature — Natalia Zacharin
13	Jay Adewole's Top Business Books for 2026
14	Point of View Consulting Advert
15–16	Guest Feature — Andrew D. Wittman, PhD
17	Guest Profile — Azgari Lipshy
18	Brand Advert
19–20	The Modern Entrepreneur's Toolkit
21	The 2026 Founder Systems Checklist
22	Special Insight for Modern Builders
23–24	Back Cover Featured Guest — Fernando Vitti
25	Know a Founder Who Deserves the Spotlight?
26	Advertise & Sponsor With Us
27	Subscribe Today
28	Closing Visual

★ FEATURED IN THIS ISSUE

Erin Patten

Natalia Zacharin

Andrew D. Wittman

Azgari Lipshy

Fernando Vitti



CREATIVE TEAM

Meet the editorial team behind
The Winners Spotlight Business Magazine.



Jay Adewole —
Publisher / Editor-in-Chief



Jessica Kirk —
Creative Director



Jordan Wells —
Art Director / Graphic Designer



Sofia Ramirez —
Managing Editor / Copy Chief



Daniel Wilson —
Photographer / Visual Producer



Produced by *Winners Circle.*

EDITOR'S NOTES



Winners are built with intention.

A note from Jay Adewole, Editor-in-Chief.



Welcome to this edition of The Winners Spotlight Magazine.

This issue is built around one powerful idea: success is no longer about hustle alone. The next generation of winning businesses will be led by people who understand systems, purpose, resilience, clarity, and strategic execution.

Across these pages, you will meet founders, executives, mentors, and builders who are not just creating businesses—they are creating movements. Each guest brings a different perspective, but their stories all point to the same truth: sustainable growth requires more than ambition. It requires alignment, structure, courage, and the ability to evolve.

At Winners Circle, we believe that winning is not a moment. It is a mindset. It is how you lead when the pressure is high. It is how you build when resources are limited. It is how you keep going when life tests your vision. And it is how you create value that outlives the season you are currently in.

This magazine is more than a collection of interviews and articles. It is a platform for leaders who are redefining what it means to build with purpose. From business systems and AI-first scaling to financial clarity, emotional resilience, feminine-led success, and ownership, this issue reflects the future of entrepreneurship.

My hope is that every reader finds something in these pages that challenges them, inspires them, and gives them language for their next level.

Because the truth is simple: the world does not need more busy businesses. It needs more intentional builders.

Keep building.
Keep evolving.
Keep winning.

Jay Adewole

Editor-in-Chief

The Winners Spotlight Magazine

Host, The Winners Circle Podcast

Managing Partner, Point of View Consulting



BUSINESS TRANSFORMATION

BUILD A BUSINESS THAT RUNS WITH SYSTEMS — NOT STRESS.



The Winners Circle Business Transformation Program (WCBTP) is a structured, cohort-based execution program that helps entrepreneurs install the core systems needed to scale: offer clarity, pricing, sales pipeline, delivery, team, and marketing engine — all tied together with a 90-day plan.

Cohort-based. Execution-first. Built for business owners who are serious about measurable growth.



WHAT YOU BUILD

- 1 A clear premium offer + pricing structure you can defend
- 2 A sales system that consistently produces booked calls
- 3 A delivery system that upgrades client experience and retention
- 4 A marketing engine that creates demand weekly
- 5 A 90-day scale plan with scoreboards and weekly execution cadence



WHO IT'S FOR

- entrepreneurs with inconsistent revenue
- founders doing too much themselves
- business owners who need a premium offer and stronger pricing
- leaders who want a real pipeline, cleaner operations, and execution accountability



PROGRAM FORMAT

- 9-Week Business Transformation Sprint
- Weekly live sessions
- Workbooks and templates
- Q&A and implementation support
- Capstone 90-day scale plan

Ready to build a business that scales with structure?
winnerscirclewithjay.com/businesstransformation

WHY THE NEXT GENERATION OF WINNING BUSINESSES ARE BUILT ON SYSTEMS—NOT HUSTLE

By Priscillia Williams | *Point of View Consulting*



Hustle gets you started. But systems are what help you stay in business—and scale.

The next generation of winning businesses is not built on long hours, exhaustion, and constant firefighting. It is built on intentional systems that protect the founder, elevate the team, delight the client, and drive consistent profit.

Hustle may open the door, but systems keep the door open while you build something that lasts.

SYSTEMS PROTECT WHAT MATTERS MOST

Behind every sustainable business is a system that safeguards four critical areas: client experience, team clarity, profitability, and operational consistency.

When founders build systems, they stop being the bottleneck. Decisions get made. Work moves forward. Clients receive a predictable experience. And the business stops feeling fragile.

Systems create stability in the moments where chaos usually lives. They turn uncertainty into predictability and overwhelm into operational flow.

“
*Hustle can
create motion,
but systems
create
momentum.*
”

BUILDING A BUSINESS THAT CAN SCALE

Strong systems make a business transferable, trainable, measurable, and structured. They allow you to bring on the right team, deliver high-quality work consistently, and grow without breaking what you've built.

The best businesses are not built on brilliance alone. They are built on clear workflows, defined responsibilities, reporting frameworks, pricing discipline, and repeatable client delivery.

When these elements exist together, the business becomes:

- Easier to run
- Easier to scale
- Easier to lead
- Easier to sell
- Easier to sustain

STRUCTURE CREATES ROOM FOR STRATEGY

Structure does not kill creativity. It creates room for it.

When the operational foundation is strong, founders can think long-term, make strategic decisions, and innovate without the pressure of managing every detail.

Real growth begins when you move from reaction mode into leadership mode. From being busy to being effective. From solving every problem to building the systems that prevent those problems from repeating.

THE REAL SHIFT

Most founders discover their real problem is not lack of effort—it is lack of operational design.

Systems are not glamorous. But they are what separate businesses that survive from businesses that multiply.

The future belongs to businesses that choose systems over stress.





RUN YOUR BUSINESS FROM ONE POWERFUL SYSTEM.

The all-in-one platform for entrepreneurs, consultants,
agencies, coaches, and growing teams.



Capture & Convert Leads

Attract, capture and qualify the right leads automatically.



Automate Follow-Ups

Nurture leads and clients with smart automations.



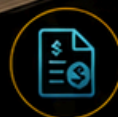
Manage Pipelines & Funnels

Visualize your process, move deals forward, and close more.



Book Appointments

Schedule meetings with ease and reduce no-shows.



Invoices & Payments

Send invoices, collect payments, and track cash flow.



Websites, Workflows & Growth Tools

Launch sites, build workflows, and scale with confidence.

POV CRM helps business owners *simplify operations*,
follow up faster, *close more deals*, and *scale* with structure.

START YOUR FREE TRIAL



www.POVCRM.com



Call (833) 309-2258

FEATURED GUEST

ERIN PATTEN

Founder & Metaphysical Mentor | The MetaBusiness World

Helping high-achieving women entrepreneurs evolve from masculine hustle into feminine-led success—so they can build wealth, influence, and fulfillment without burning out.

“ You don’t have to burn down what you’ve built to feel alive inside of it — you just have to realign the frequency of how you lead. ”

FAST FACTS

-  **Name:** Erin Patten
-  **Title:** Founder & Metaphysical Mentor
-  **Company:** The MetaBusiness World
-  **Industry:** Transformational Leadership / Metaphysical Business Coaching
-  **Location:** Austin, Texas, USA
-  **Website:** themetabusiness.world
-  **Podcast:** The MetaBusiness Millennial

INTRODUCTION

Erin Patten is a Harvard-educated metaphysical mentor and founder of The MetaBusiness World, where she helps high-achieving women entrepreneurs move from masculine hustle into feminine-led success. Her work blends energetic alignment, ancient metaphysical tools, and future-compatible business strategy through what she calls the MetaBusiness Method.

Rather than asking women to do more, she helps them realign how they lead, decide, and grow—so success flows instead of being forced.

WHY HER WORK STANDS OUT

- The MetaBusiness Method blends strategy with energetic alignment
- She helps successful but exhausted women entrepreneurs reconnect with purpose
- Her approach focuses on wealth, influence, fulfillment, and sustainability



Discover more at themetabusiness.world



ERIN PATTEN Q&A

Featured Guest Continued | Founder & Metaphysical Mentor | The MetaBusiness World

1. In one sentence, what do you do — and who do you help?

I'm a Harvard-educated metaphysical mentor and founder of The MetaBusiness World, where I help high-achieving women entrepreneurs evolve from masculine hustle into feminine-led success — so they can build wealth, influence, and fulfillment without burning out to get there.

2. What's the main problem you solve, and how do you solve it?

Most of my clients come to me successful but exhausted. They've built impressive businesses using sheer willpower, but they're running on fumes and disconnected from the deeper purpose that called them to entrepreneurship in the first place. I solve this through what I call the MetaBusiness Method — a blend of ancient metaphysical tools, energetic alignment, and future-compatible business strategy. We don't add more to your plate. We realign the frequency of how you lead, decide, and grow so that success flows instead of being forced.

4. What's working for you right now in marketing or client acquisition?

My podcast, The MetaBusiness Millennial, is my number one client acquisition engine right now. Every episode is a conversation rooted in real stories — grief, growth, failure, reinvention — and that level of raw, unscripted depth builds trust faster than any ad campaign. I'm also growing on YouTube and hosting curated monthly mastermind luncheons in Austin. The combination of intimate in-person connection with a global digital presence is bringing in clients who are already aligned before we ever speak. About 70% of my current clients came through content they heard on the podcast first.

“ You don't have to burn down what you've built to feel alive inside of it — you just have to realign the frequency of how you lead. ”

3. What was a breakthrough moment that accelerated your growth?

The real breakthrough was the worst season of my life. I lost my father unexpectedly, then my best friend was murdered shortly after, and my mother attempted suicide — all within months. That level of grief cracked me open and led me to study metaphysical psychology, become a certified yoga instructor and Tai Chi master, and eventually build an entire methodology around what I learned in that darkness. My business didn't grow because things went right. It grew because I stopped pretending that strategy alone was enough, and I built a framework that honored the full human experience of leadership.



themetabusiness.world



Podcast: The MetaBusiness Millennial



THE WINNERS CIRCLE WITH JAY PODCAST



Powerful conversations with founders, CEOs, entrepreneurs, executives, and impactful leaders.

Hosted by Jay Adewole, The Winners Circle with Jay Podcast spotlights powerful conversations around entrepreneurship, leadership, resilience, systems, growth, wealth, innovation, and legacy-building.

From startup founders to global business leaders, the platform shares real stories and practical insight for serious builders.



WANT TO BE A GUEST?

If you are a founder, CEO, entrepreneur, executive, thought leader, or industry expert with valuable insight to share, we would love to hear from you.



WANT TO SPONSOR THE PODCAST?

The Winners Circle Podcast offers select sponsorship opportunities for brands that want to reach ambitious entrepreneurs, business owners, executives, and growth-focused leaders. Increase visibility, align your brand with a premium business platform, and connect with a serious audience.

Business. Wealth. Legacy.



Apply as a guest or inquire about sponsorship



winnerscirclewithjay.com/podcast



podcast@winnerscirclewithjay.com

NATALIA ZACHARIN

Founder, Zacharin Consulting

Accounting • Fractional CFO • Business Growth Strategy

The CFO Advantage for Growth-Stage Business Owners

Natalia Zacharin helps business owners turn financial data into smarter decisions, stronger profit, increased cash flow, and scalable business value. Her firm, Zacharin Consulting, provides accounting support and fractional CFO guidance that helps leaders understand the numbers behind their business and use those insights to build more profitable, resilient, and sellable companies.

HER STORY

Natalia realized a business dependent only on referrals is risky and owner-dependent. In 2025, she invested heavily in marketing, branding, lead generation, advertising, podcast visibility, and sales infrastructure. That shift positioned her company for more predictable growth in 2026, with strong pipeline momentum, booked leads, and a more scalable business model.

“Understanding your numbers is the key to making strategic decisions. You can’t scale and build profitably without understanding the language of your business.”

FAST FACTS

-  Name: Natalia Zacharin
-  Company: Zacharin Consulting
-  Industry: Accounting / Fractional CFO
-  Location: Baltimore, Maryland
-  Website: zacharinconsulting.com/home-page
-  Instagram: @growyourbottomline
-  LinkedIn: linkedin.com/in/growyourbottomline

WHAT SHE HELPS CLIENTS DO

-  Improve profit margins
-  Increase cash flow
-  Understand financial data
-  Make strategic growth decisions
-  Build a more scalable company



LET'S GROW YOUR BUSINESS—TOGETHER

Partner with a fractional CFO who brings clarity to your numbers and strategy to your growth. Let's build your next level—together.

 zacharinconsulting.com/home-page

 hello@zacharinconsulting.com

Q&A WITH NATALIA ZACHARIN

Helping founders build profitability, clarity, and long-term value.



Q1

What is the biggest mistake business owners make with their numbers?

Many owners look at revenue but not the full financial picture. Revenue alone can create false confidence. Real growth comes from understanding margins, cash flow, expenses, and what the numbers are actually saying.

Q2

Why does financial clarity matter so much for scaling?

Financial clarity allows leaders to make decisions with confidence. It helps with hiring, pricing, investments, forecasting, and risk management. When owners understand the language of their business, they stop guessing and start leading strategically.

Q3

What changed your business growth trajectory?

I realized a business built only on referrals can become fragile and owner-dependent. Investing in marketing, branding, lead generation, advertising, and sales systems created a more predictable growth engine and a stronger foundation for scale.

Q4

What do profitable businesses do differently?

They pay attention. They review the numbers regularly, make adjustments early, understand their cost structure, and treat financial systems as a leadership tool, not just a bookkeeping task.

Q5

What should every founder focus on in 2026?

Know your numbers, protect your cash flow, and build a business that is not dependent on confusion. The founders who win are the ones who pair vision with visibility.

“
*You can't scale
 profitably without
 speaking the
 language of
 your business.*
 ”



Website:
zacharinconsulting.com/home-page



Instagram:
[@growyourbottomline](https://www.instagram.com/growyourbottomline)



Facebook:
facebook.com/zacharinconsulting



THE WINNERS SPOTLIGHT MAGAZINE'S TOP 10 BUSINESS BOOKS

FOR 2026

Great leaders are lifelong learners. These 10 books will challenge your thinking, strengthen your leadership, and equip you to build a business that creates impact and lasting legacy.

“The right book at the right time can shift your mindset, change your trajectory, and elevate your impact. Keep learning. Keep leading. Keep winning.”



THE WINNERS SPOTLIGHT MAGAZINE
INVEST IN YOUR MIND. APPLY THE LESSONS.
BUILD THE LEGACY. THAT'S HOW WINNERS
STAY IN THE CIRCLE.

1

Purpose-Driven Disruption

By Jay Adewole

A roadmap for entrepreneurs and leaders who want to disrupt their industry with purpose, build aligned businesses, and create legacy-driven impact.

2

Atomic Habits

By James Clear

Tiny changes, remarkable results. A proven framework to build better habits, break bad ones, and master the compounding effect of daily improvement.

3

The Infinite Game

By Simon Sinek

How great leaders build organizations that last. A powerful reminder that the best leaders play the long game.

4

Never Split the Difference

By Chris Voss

Master the art of negotiation in business and in life with real-world strategies from a former FBI hostage negotiator.

5

The 5 Levels of Leadership

By John C. Maxwell

A timeless guide to growing your influence, developing leaders, and building a legacy that outlives you.

6

The Lean Startup

By Eric Ries

How to build a business people want. A must-read for founders who value innovation, testing, and smart growth.

7

Good to Great

By Jim Collins

Why some companies make the leap... and others don't. Key lessons on building enduring greatness.

8

Deep Work

By Cal Newport

In a world of constant distraction, this book shows how deep focus leads to exceptional results and a meaningful life.

9

The One Thing

By Gary Keller & Jay Papasan

Focus on what matters most. This book helps you cut through the noise and achieve extraordinary results.

10

Mindset

By Carol S. Dweck, PhD

The new psychology of success. Learn how a growth mindset can unlock your potential and drive long-term achievement.

ELEVATE. OPTIMIZE. SCALE.

Turn Your Business Into a Legacy.

At Point of View Consulting, we help founders and growing companies create lasting value through smarter operations, sharper strategy, and proven systems that scale.

From operational efficiency to profitability optimization, we provide the clarity, discipline, and execution your business needs to grow with confidence—and leave a legacy.

— OUR FOCUS AREAS —

- ✓ Operational Efficiency
- ✓ Strategic Pricing
- ✓ SOP & Systems Design
- ✓ CRM Implementation
- ✓ Profitability Optimization



POINT OF VIEW
CONSULTING

CONSULTING FOR THE NEXT LEVEL



www.pointofviewconsultinginc.com



contactus@pointofviewconsultinginc.com



(833) 309-2258

ANDREW D. WITTMAN, PhD

Founder & Lead Strategist, Inner Armor™
 Leadership Development • Executive Performance

UNSHAKABLE LEADERS DON'T HAPPEN BY ACCIDENT

Andrew helps leaders, executives, and high-pressure professionals build unshakable internal stability so they can think clearly, lead decisively, and perform under pressure without burning out.

He solves emotional reactivity, cognitive fog, and decision fatigue through Inner Armor™ — practical, repeatable protocols that separate emotion from logic, stabilize the nervous system, and restore command presence in real time.

His breakthrough came when he stopped trying to inspire people and started training them. Framing resilience as a skillset, not a personality trait, created faster and deeper results.

His work today focuses on decision-making, emotional regulation, clarity under pressure, and building leaders who can perform in high-stakes environments.



HIS STORY

Andrew's path wasn't built on stages or motivation. It was built in the trenches of leadership, where he saw brilliant people freeze, overthink, and burn out under pressure. He realized inspiration fades, but systems perform. So he shifted from speaking to training—engineering practical, repeatable protocols that help leaders separate emotion from logic and operate with clarity and control. Today, his mission is simple: build leaders who stay steady, decide confidently, and lead at their best—no matter what.

“Resilience isn't toughness — it's clarity under pressure.”

FAST FACTS

-  Name: Andrew D. Wittman, PhD
-  Title: Founder & Lead Strategist
-  Company: Inner Armor™
-  Industry: Leadership Development / Executive Performance
-  Location: Tampa Bay, Florida, USA
-  Website: getwarriortough.com
-  LinkedIn: Andrew D. Wittman, PhD

WHAT HE HELPS LEADERS DO

-  Think clearly under pressure
-  Lead decisively
-  Reduce emotional reactivity
-  Improve cognitive control
-  Perform without burnout



BUILD INNER ARMOR FOR HIGH-STAKES LEADERSHIP



getwarriortough.com



LinkedIn: Andrew D. Wittman, PhD

Q&A WITH ANDREW D. WITTMAN, PhD

Helping leaders build clarity, stability, and command presence under pressure.

Q1

What's the main problem you solve?

Most leaders don't fail because of lack of skill — they fail because their internal world collapses under pressure. I solve emotional reactivity, cognitive fog, and decision fatigue through Inner Armor™: practical, repeatable protocols that retrain the brain to separate emotion from logic, stabilize the nervous system, and restore command presence in real time.

Q2

What accelerated your growth?

The breakthrough came when I stopped trying to inspire people and started training them. When resilience became a skillset instead of a mood or personality trait, results accelerated quickly.

Q3

What's working in marketing right now?

Short-form video backed by long-form authority is working extremely well. Podcasts, keynote stages, and interviews create credibility, then concise clips reinforce a single idea and attract aligned clients.

Q4

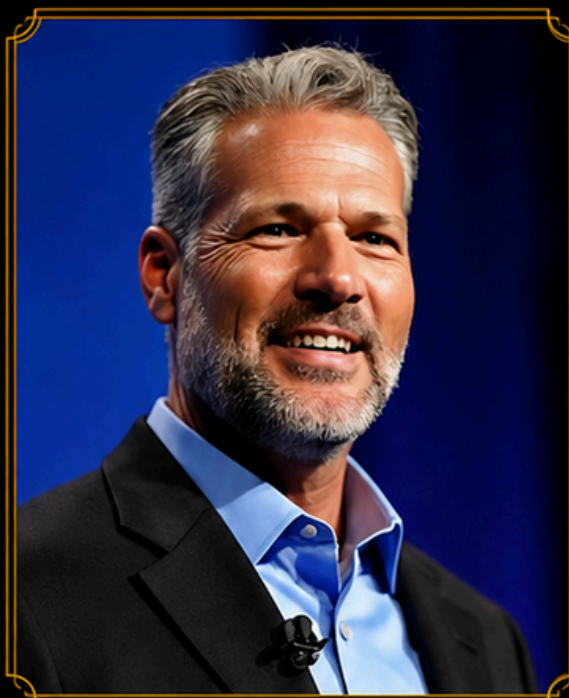
What system keeps you productive and profitable?

Everything runs on frameworks. My calendar, content, coaching, and keynotes are built around repeatable structures. I protect deep work, reduce decision clutter, and rely on protocols instead of willpower.

Q5

What's your strategy to win in 2026?

Depth over noise. As AI accelerates and uncertainty rises, leaders who can think clearly under pressure will separate from the pack. A stabilized mind is timeless leverage.



“
*A stabilized
 mind is
 timeless
 leverage.*
 ”



Website:
getwarriortough.com



LinkedIn:
 Andrew D. Wittman, PhD

AZGARI LIPSHY

Serial Entrepreneur | SCORE-Certified Business Mentor

Entrepreneurship • Government Contracting •
Business Ownership for High-Income Professionals

FROM EMPLOYEE TO OWNER: THE BRIDGE TO BUSINESS FREEDOM



Too many talented professionals spend years building someone else's company — only to leave with no equity, no asset, and no real ownership.

Azgari Lipshy is building a different path. A serial entrepreneur who has built, operated, and sold multiple seven-figure service companies, Azgari helps high-income W-2 professionals and investors move from employee to owner. Through Azgari, her team supports clients in launching service-based businesses with multiple revenue channels, including government contracts, commercial opportunities, and home services. Her model is built around ownership: clients own the company, own the asset, and avoid franchise fees or royalties.

Her mission is simple and bold — build the bridge from employee to owner.



“
*Too many talented people
spend decades building
someone else's company —
and walk away with nothing
but a severance and a
LinkedIn post.*
”



WHAT SHE HELPS PEOPLE BUILD

- ✓ Service-Based Businesses
- ✓ Ownership Without Franchise Fees
- ✓ Government Contracting Opportunities
- ✓ Asset-Based Wealth Creation



FAST FACTS



Known For: Building, operating, and selling multiple seven-figure service companies



Role: Serial Entrepreneur / SCORE-Certified Business Mentor



Focus: Entrepreneurship, Government Contracting, Business Ownership



Audience: High-income professionals transitioning from employee to owner



Mission: Build the bridge from employee to owner



Website: azgari.com



Instagram: @azgari.lipshy



Location: Austin, Texas

5 WAYS TO GET INVOLVED WITH THE WINNERS CIRCLE MOVEMENT

The Winners Circle Movement is more than motivation—it's a community of high performers committed to growth, impact, and legacy. Here are five powerful ways you can plug in and become part of the movement.



1. LISTEN & SUBSCRIBE

Listen to The Winners Circle with Jay Podcast on your favorite platform and subscribe so you never miss an episode packed with game-changing insights.



2. JOIN THE COMMUNITY

Connect with like-minded achievers who are growing, learning, and winning together. Follow us on social media and engage in the conversation.



3. SHARE YOUR STORY

Have a powerful story or expertise to share? Apply to be a guest on the show and inspire others with your journey.



4. PARTNER WITH US

Align your brand with a movement that advocates for greatness. Let's create impact together through partnerships and collaborations.



5. ATTEND LIVE EVENTS

Be part of exclusive live experiences, workshops, and mastermind sessions designed to elevate your mindset and accelerate your success.



“When winners come together with a common purpose, we create more than success—we create a **legacy**.”

Jay Adewole

FOUNDER & HOST
THE WINNERS CIRCLE WITH JAY PODCAST

THE MODERN ENTREPRENEUR'S TOOLKIT

Tools Every Business Owner Should Use in 2026

Today's entrepreneurs are building more than businesses — they're building freedom, impact, and long-term legacy. But vision alone is not enough. The right systems and tools create the structure that turns ideas into income and chaos into consistent, scalable growth.

Below are the essential tools every entrepreneur should have in their toolkit for 2026. These are game-changers that save time, increase clarity, and help you lead your business with confidence.



1 A BUSINESS OPERATING SYSTEM / CRM

Every entrepreneur needs one central place to manage leads, follow-up, pipelines, appointments, communication, and automation. A CRM is the command center of your business. Serious entrepreneurs invest in a CRM early.

RECOMMENDED: POV CRM — a powerful all-in-one platform designed for entrepreneurs, coaches, consultants, agencies, and service businesses to capture leads, nurture relationships, close more deals, and scale with ease.



2 ACCOUNTING AND FINANCIAL CLARITY TOOLS

Use tools like QuickBooks to track income, expenses, invoices, and taxes with confidence. Financial clarity allows you to understand profit, manage cash flow, and make data-driven decisions that keep your business strong and sustainable.



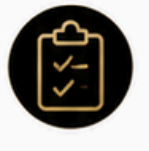
3 DESIGN AND BRAND CREATION TOOLS

Tools like Canva make it easy to create stunning graphics, presentations, social media content, and marketing materials that elevate your brand. Professional visual communication builds trust and attracts the right audience.



4 TEAM COMMUNICATION TOOLS

Clear communication is the backbone of a strong team. Use Slack or similar tools to keep conversations organized, reduce email overload, and ensure everyone stays aligned and informed in real time.



5 PROJECT AND TASK MANAGEMENT TOOLS

Stay organized, meet deadlines, and execute at a high level with tools like ClickUp, Asana, Trello, Monday.com, or Notion. These platforms help you plan projects, assign tasks, track progress, and improve accountability across your team.

“
The modern entrepreneur does not need to be the busiest person in the room — they need to be the best equipped.”

THIS IS JUST THE BEGINNING.

The next page continues the toolkit with five more essential tools to help you streamline, automate, and scale your business even further. ►

THE MODERN ENTREPRENEUR'S TOOLKIT

PART 2



6

EMAIL MARKETING & AUDIENCE GROWTH TOOLS

Build direct relationships with your audience using tools like Mailchimp, Brevo, HubSpot, Klaviyo, or GetResponse. The right platform helps you segment your audience, automate campaigns, nurture leads, and communicate beyond social media.



7

AI PRODUCTIVITY TOOLS

Use AI to accelerate research, content drafting, customer support, internal documentation, meeting summaries, and idea development. AI should not replace strategy—it should multiply the effectiveness of a focused entrepreneur.



8

SCHEDULING & CALENDAR TOOLS

Tools like Calendly, Google Calendar, Microsoft Bookings, or integrated CRM scheduling systems help reduce back-and-forth communication, improve appointment management, and create a smoother client experience.



9

PAYMENT, INVOICE & CHECKOUT TOOLS

Platforms such as Stripe, Square, PayPal, QuickBooks Payments, or CRM-connected invoices help businesses get paid faster, manage subscriptions, and reduce friction at the point of sale.



10

DOCUMENT, PROPOSAL & KNOWLEDGE TOOLS

Use Google Workspace, Microsoft 365, Notion, Dropbox, PandaDoc, or DocuSign to organize contracts, proposals, SOPs, training materials, and internal knowledge. If a process only lives in your head, the business is fragile.



RECOMMENDED FOUNDATION

Start with a central system. **POV CRM** is a strong choice for entrepreneurs who want one place to manage leads, follow-up, appointments, automation, and customer communication.



“

Technology is only powerful when it fuels clarity, saves time, and helps you deliver more value.

”



THE BEST TOOLS DO NOT HELP YOU
WORK HARDER-THEY HELP YOU BUILD SMARTER.

THE 2026 FOUNDER SYSTEMS CHECKLIST

Winning businesses are not built on hustle alone. They are built on systems that create clarity, consistency, and scale.



1.
CRM system
in place



6.
Financial dashboard
reviewed monthly



2.
Lead follow-up
automated



7.
Pricing reviewed
regularly



3.
Sales pipeline
tracked



8.
Team roles
clarified



4.
Client onboarding
documented



9.
Website/funnel
updated



5.
SOPs
created



10.
Client communication
process standardized



SYSTEMS CREATE FREEDOM

Founders who want to scale should invest in the right systems early.

A central business operating system such as **POV CRM** can help bring leads, follow-up, appointments, automation, and customer communication into one place.



THE BUSINESSES THAT SCALE BEST ARE
THE ONES BUILT TO RUN WITH STRUCTURE, NOT STRESS.

AI AND THE FUTURE OF BUSINESS

By Jay Adewole

Why the leaders who win next will not just use AI — they will redesign how they think, operate, and grow.

AI is no longer a future concept. It is here. It is changing how businesses operate, compete, and create value. From the way we serve customers to how we make decisions and build products, AI is reshaping every part of the business model.

But the real advantage won't go to those who simply adopt AI tools. It will go to leaders who redesign how they think, operate, and grow with AI at the core.



“*The future of business will not belong to the loudest companies. It will belong to the businesses that combine intelligence, systems, and leadership with speed.*”

— Jay Adewole



1. AI Is a Business Shift, Not a Trend

AI is not just about automation — it is about reinvention. It is changing the economics of business by lowering friction, increasing accuracy, and unlocking scale. Leaders must stop asking if they should use AI, and start asking how it can strengthen their edge.



2. Speed Without Strategy Creates Chaos

Tools are easy. Transformation is not. Many companies rush to adopt AI without aligning it to strategy, systems, or goals. The result is fragmented pilots, wasted investment, and team fatigue. Speed means nothing without clarity. Build the plan first. Then scale.



3. Human Leadership Still Matters

AI can analyze, predict, and automate — but it cannot lead. Judgment, values, empathy, and vision remain uniquely human. The leaders who win will combine AI's capability with human wisdom to make better decisions, faster, and with more impact.



4. The Future Belongs to Structured Builders

In an AI-enabled world, the strongest businesses will be the ones with strong systems, clean data, clear processes, and disciplined teams. AI amplifies structure — it exposes chaos. Build the foundation now, and your business will compound.

AI will not replace businesses. Better businesses using AI will. The opportunity is massive, but it will reward preparation, not noise.

The future belongs to the leaders who stop reacting to change — and start shaping it.

AI-FIRST SCALING

The New Rules of Global Software Growth

Fernando Vitti is building Nexforce to simplify how software is bought, distributed, and scaled globally — combining marketplace access, expert services, and AI agents into one connected ecosystem.

Software is global — but buying, deploying, and scaling it across markets is still fragmented and inefficient. Fernando Vitti, CEO & Founder of Nexforce, is building an ecosystem designed to solve that problem. Through Nexforce Marketplace, companies can purchase international software with lower import costs, reduced risk, flexible payment structures, and compliance support. Through Nexforce Services, businesses get specialized implementation teams that drive onboarding, usage, and measurable results. Through Nexforce Agents, the company is preparing for a future where AI agents accelerate onboarding, support, and delivery across the customer lifecycle.

WHAT HE'S BUILDING

Vitti's strategy is not centered on a single offer, but on an ecosystem. Marketplace access creates trust and entry points. Services deepen client value. AI agents expand speed and leverage. The result is a model designed to scale revenue, improve adoption, and reduce friction for both customers and software vendors.

A FOUNDER'S TURNING POINT

For Vitti, entrepreneurship is not about brilliance alone. It is about resilience, problem-solving, and faith. His breakthrough came from recognizing that persistence, execution, and exceptional teams compound far more than raw intelligence. In difficult seasons, resilience became the differentiator.

“ *If AI is not at the core of your strategy, you probably won't survive the next four years.*



FAST FACTS

Name: Fernando Vitti
Title: CEO & Founder
Company: Nexforce
Industry: Technology, AI, Software Marketplace & Services
Location: São Paulo, Brazil
Website: nexforce.co
LinkedIn: linkedin.com/in/fernandovitti
Mission: Build the best way to sell and implement technology globally.

Q&A WITH FERNANDO VITTI

*On resilience, operating systems,
AI agents, and the future of business.*

Q1.

WHAT IS ONE BELIEF ABOUT BUSINESS LEADERSHIP THAT MOST PEOPLE GET WRONG?

Many believe the best product or the best sales team wins. What really wins is speed — the ability to react, adapt, and evolve faster than the market changes. Leadership is not about heroes; it is about building systems that move fast under pressure.

Q2.

WHAT IS YOUR MOST PROFITABLE STRATEGY TODAY — AND WHY DOES IT WORK?

Our most profitable strategy is the ecosystem itself. Marketplace creates strong entry points and trust. Services deepen adoption and outcomes. Each part feeds the other, lowering acquisition costs and strengthening long-term relationships. Profitability comes from synergy, not a single product.

Q3.

WHAT SYSTEMS OR HABITS KEEP YOU CONSISTENT?

I treat my agenda as an operating system. I avoid one-hour meetings, stack short meetings into blocks, and protect uninterrupted time for strategic work. I also do not compromise on sports, nutrition, sleep, and quality time in my personal life. High performance without health does not scale.

Q4.

WHAT WAS YOUR HARDEST SEASON IN BUSINESS — AND WHAT DID IT TEACH YOU?

The hardest moments came when I tried to step away from leading sales too quickly. Leadership transitions nearly pushed the company into losses. The lesson was to recognize problems fast, act decisively, and build better onboarding, handover, and accountability systems. Scaling is about learning fast and carrying the organization through uncertainty.

Q5.

WHAT IS CHANGING IN YOUR INDUSTRY THAT PEOPLE ARE UNDERESTIMATING?

We are entering the age of autonomous agents. AI is moving from assistants to agents that execute complex functions end-to-end. This will reshape org charts, cost structures, and execution speed. Companies that redesign around AI-native execution will have a major advantage.



“
*Walk the talk —
words only matter
when followed
by action.*
”



HIS ADVICE FOR 2026

Treat your business like a system to be re-engineered, not optimized.

AI-first does not mean subscribing to tools — it means redesigning culture, processes, roles, metrics, and speed around a new business engine.

Precision, leverage, and AI-native execution will define who scales — and who disappears.

KNOW A FOUNDER WHO DESERVES THE SPOTLIGHT?

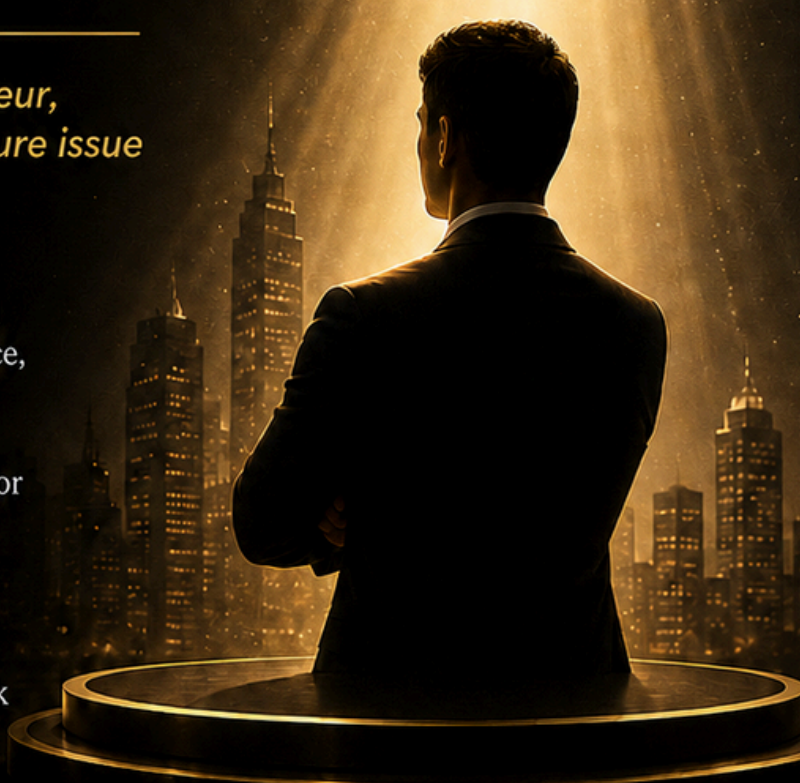


Nominate a founder, CEO, entrepreneur, executive, or thought leader for a future issue of The Winners Spotlight Magazine.

The Winners Spotlight Magazine highlights entrepreneurs, CEOs, founders, executives, and leaders who are building with purpose, resilience, and impact.

If you know a business owner, thought leader, or organization making a meaningful difference, nominate them for a future issue.

We are always looking for inspiring stories, innovative businesses, and leaders whose work deserves to be seen, celebrated, and shared with a wider audience.



**NOMINATE.
BE FEATURED.
SHARE YOUR STORY.**



Visit: [www.winnerscirclewithjay.com/
winnersspotlightmagazine](http://www.winnerscirclewithjay.com/winnersspotlightmagazine)



Email: hello@winnerscirclewithjay.com

Who Can Be Featured?



Founders & Entrepreneurs



CEOs & Executives



Coaches, Consultants & Creatives



Brands Making Meaningful Impact

“ Great stories deserve a greater spotlight. ”

ADVERTISE & SPONSOR WITH US

Put Your Brand in Front of Builders, Founders, and Decision-Makers

The Winners Spotlight Magazine and *The Winners Circle with Jay Podcast* connect brands with entrepreneurs, CEOs, consultants, coaches, executives, and growth-focused leaders. Partner with us to place your brand in front of an audience that values strategy, leadership, growth, and impact.



OPPORTUNITIES AVAILABLE



Magazine adverts



Sponsored founder features



Podcast sponsorship



Brand spotlights



Business resource placements



Digital campaign partnerships



To advertise, sponsor, or partner with Winners Circle



Visit:
www.winnerscirclewithjay.com



Email:
emily@winnerscirclewithjay.com

SUBSCRIBE TODAY



Stay ahead of the business world with *The Winners Spotlight Magazine*. Each issue brings you powerful interviews, strategic business insights, leadership perspectives, and stories from founders, executives, and innovators making real impact.

Join a growing community of leaders committed to growth, clarity, and excellence.

Subscribe today and *never miss an issue.*



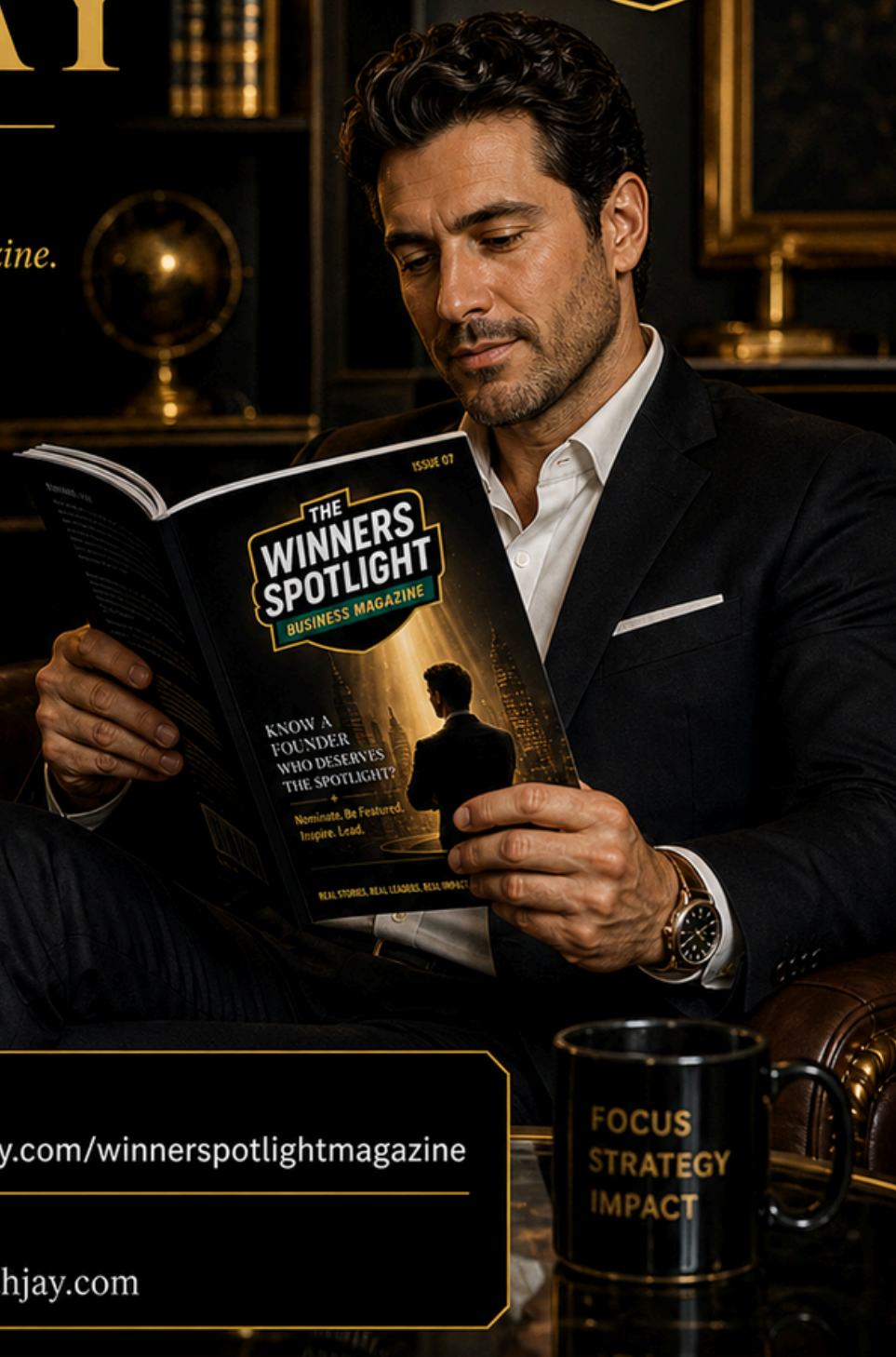
Visit:

www.winnerscirclewithjay.com/winnersspotlightmagazine



Email:

hello@winnerscirclewithjay.com



“ Where leaders, founders, and builders stay inspired. ”



“
If AI is not
at the core of
your strategy,
you probably
won't survive
the next
four years.
”

Fernando Vitti

CEO & Founder, Nexforce

AI-FIRST. SYSTEMS-DRIVEN. FUTURE-READY.