



LOWISZ
LEADERSHIP
INSTITUTE

POWERED BY GUIDE, DON'T DRIVE™
THE HUMAN PERFORMANCE OPERATING SYSTEM™

The Difference

*Lowisz Leadership Institute edition · The one
thing none of the others install.*



POWERED BY
GUIDE DON'T DRIVE™

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The Difference

The one thing none of them install.

This is not a takedown. EOS and Strategic Coach are strong, well-built systems that thousands of companies rely on. They are worth understanding precisely because they are good - and because they answer a different question than Guide, Don't Drive does. Every one of them makes an organization better. And every one shares the same blind spot: they assume people will behave the way the plan, the structure, or the mindset requires when pressure rises. We install and govern that behavior - so the plan actually holds.

The question each one answers

- **EOS** answers: how do we structure and run the business?
- **Strategic Coach** answers: how does the entrepreneur think and grow?
- **Guide, Don't Drive** answers: how does the organization behave under pressure - and how do we keep it that way?

EOS - excellent at structure. Silent on behavior.

EOS gives a company a clean operating structure: shared vision, quarterly priorities, a weekly scorecard, an accountability chart, a disciplined weekly meeting. For a business that lacks traction it is genuinely transformative. But it assumes that once the rocks are set, people will hold the standard the structure implies. Under real pressure they often do not - decisions escalate, standards slip, and the structure quietly stops being followed. EOS has no mechanism to install the behavior or govern the drift. That is not a flaw; it is a different job. **We run alongside EOS**, installing and governing the behavior EOS assumes but never installs.

Strategic Coach - excellent for the founder. Not the organization.

Strategic Coach develops the entrepreneur - how they think about time, focus, and growth. For a founder who needs to think bigger, it is powerful. But it works on the individual, not the organization's behavior, and it does not govern whether the company holds under pressure without that founder in the room. **Complementary:** Strategic Coach grows the leader while we install the system beneath them - so the organization stops depending on how good that one leader has become.

Same clock. Different jobs.

What they do	What we do
EOS - structures the business plan (vision, priorities, scorecard, accountability). The unit is the operating system. Best when you lack structure on the plan.	We - install a behavioral operating system that runs without the installer. The unit is the organization. Best when behavior breaks under pressure.
Strategic Coach - grows the individual founder's thinking and mindset. Success is personal insight and growth.	We - govern the whole organization's behavior weekly. Success is demonstrated behavior - evidence of installation.

THE MOAT

You don't have to choose. Keep the system you run.

EOS structures the plan. Strategic Coach grows the entrepreneur. Lowisz Leadership Institute installs and governs how your organization behaves under pressure - verified by evidence, and running without the installer. Keep what you have. We install the behavior underneath it, so it finally holds.

Start with a Drift Audit → lowiszleadership.com · 734.521.2800