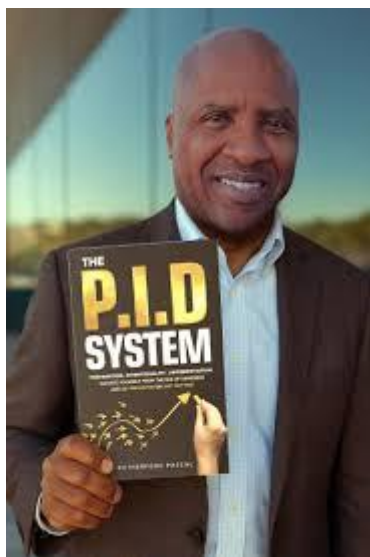




Core Premise

In today's complex business world, many talented individuals and teams find themselves overworked and undervalued, struggling to stand out or advance despite strong performance. The PID System directly addresses these challenges, offering a clear pathway for transforming ordinary efforts into extraordinary, career-defining achievements through deliberate actions and authentic differentiation.

Framework Overview

- **Preparation:** The foundation for success, emphasizing the creation of robust habits and systems that position individuals for consistent achievement across key areas such as daily mindset, meetings, networking, and prospecting.
- **Intentionality:** Moves professionals from a reactive to a purposeful approach, ensuring that every action, whether in meetings, client interactions, or daily planning serves a clear and meaningful objective.
- **Differentiation:** Encourages individuals and organizations to authentically leverage their unique strengths, stand out in competitive environments, and create memorable value.

Application Areas

The book provides actionable strategies and exercises for five critical business contexts:

- Daily mental practice

- Internal meetings
- External (customer/client) meetings
- Networking
- Prospecting for new opportunities

Each section includes real-world examples, step-by-step guides, and tools that can be implemented immediately to produce measurable results, such as faster promotions, more effective teams, expanded professional networks, and increased business development success.

Impact and Implementation

Organizations that adopt the PID System report substantial improvements in performance indicators like promotion rates, team effectiveness, and network growth, all without sacrificing authenticity or work-life balance. The book is structured to serve as a "workbook," guiding readers through self-assessment, implementation, and continuous improvement for both individuals and organizations.

Author Credentials

Rutherford Pascal draws on a 35-year career in the pharmaceutical and biotech industries, where he led teams to historic achievements and developed the PID approach through real-world experiences. He is recognized for his ability to coach and empower leaders at every level to unlock their unique value and drive meaningful, sustainable results.

Rutherford Pascal BIO

Rutherford is a certified John Maxwell Leadership Trainer, Coach, and Speaker who has dedicated his career to empowering individuals and organizations to reach their full potential. As the founder of Glass Walls Leadership, Rutherford delivers dynamic keynote

presentations, transformative leadership training, and impactful coaching that unlock unprecedented growth and elevate leadership skills to new heights.

With an impressive track record of success in the pharmaceutical industry, Rutherford held key leadership roles at Genzyme/Sanofi Corporation, where he orchestrated the success of multiple sales teams and spearheaded the launch of Dupixent, positioning it as a market leader. His mentoring and cultivation of emerging leaders has resulted in a remarkable success rate.

Rutherford's passion for fostering a culture of diversity and empowerment led him to pioneer the R.I.S.E. initiative, championing inclusivity and growth within organizations. His strategic leadership and customer-centric approach have consistently driven revenue growth and earned him many accolades, including being recognized as a Champion for Customers winner three times.

Throughout his career, Rutherford has demonstrated a strong commitment to community engagement. He has served as a board member for the Vacaville Neighborhoods Boys and Girls Club, contributing to community welfare and youth development. Additionally, he is a bank board member of a proposed community bank focused on Veterans and first responders in Arizona and was actively involved in the Community Investment Council at the United Way of the Bay Area, fostering social impact and philanthropy. As the past president of Danville A.M. Toastmasters International, Rutherford has also played a crucial role in developing communication and leadership skills within his community.

With a Bachelor of Science from Arizona State University and a host of prestigious awards, including the Circle of Excellence, Champion for Customers, Summit Award, and Premier Award, Rutherford Pascal is a transformative leadership catalyst who inspires and empowers individuals and organizations to achieve their full potential. His expertise, passion, and dedication make him a sought-after speaker, trainer, and coach in the realm of leadership development.