



UnbreakableOS<sup>TM</sup>

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**SEVEN LAWS  
FOR ENGINEERING  
BUSINESS ENDURANCE**

**U N B R E A K A B L E - O S . C O M**





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# THE UN BRE AKA BLE OS

Building a business that stands the test of time requires more than hard work - it demands strategy, clarity, and systems designed to weather any storm. That's why I created the Unbreakable Operating System™: a simple yet powerful framework to help businesses become financially strong, strategically clear, and operationally unstoppable.

The UnbreakableOS™ measures your business across seven foundational laws: purpose beyond profit, problem solving, financial strength, brand positioning, strategic innovation, team loyalty, and scalable systems. These aren't just metrics; they're the framework of a resilient organization that can grow confidently, withstand market shifts, and thrive without relying solely on its owner or key leaders.

These 7 laws demand daily data tracking to eliminate the guesswork in your companies health. The requirement to establish this data feed as an automated process frees leaders to focus on endurance and remove manual reporting. That means you've always got real-time insights and actionable systems that allow you to focus on becoming and staying unbreakable.

UnbreakableOS™ is more than a system; it's a mindset. My mission is to help you create a company that's not only profitable, but built to endure anything.

Let's make your business unbreakable. Because thriving shouldn't just be possible; it should be inevitable.

— ADAM WEISNER, FOUNDER & CEO



# The Unbreakable Index™

## IS YOUR BUSINESS BUILT FOR ENDURANCE?

The Unbreakable Index™ is designed to help you achieve the ultimate goal: Asymmetric Endurance.

This 107 question test challenges you to answer how unbreakable your business is against changing market environments and its ability to scale without the CEO or key leaders.

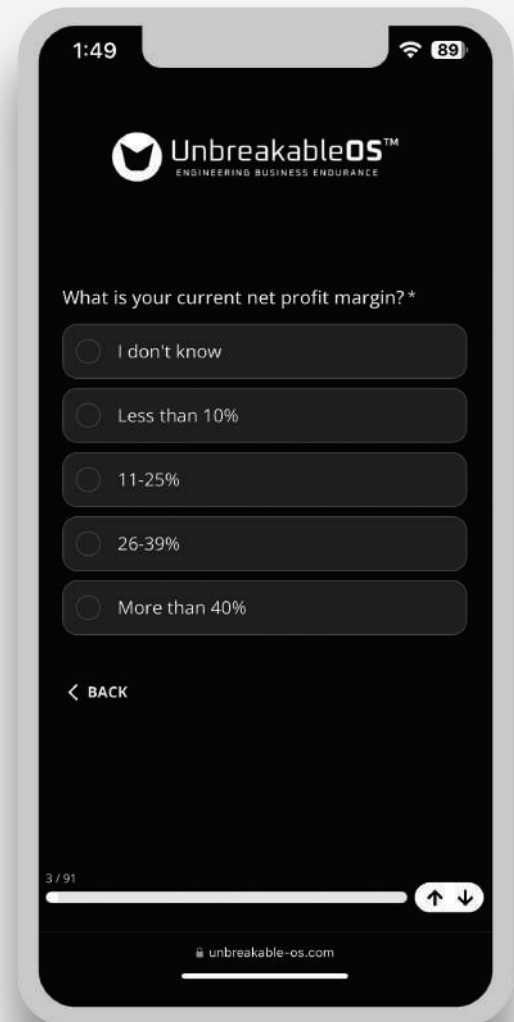
The Unbreakable Index™ was built by a CEO with a track record of designing and implementing systems for success and growth. Years of testing and learning have led to a business endurance test measuring your business' health and critical dependencies.





The test measures the business across 7 laws and scores out of 100 give you a snapshot report of endurance.

- LAW ONE PURPOSE BEYOND PROFIT
- LAW TWO GENESIS PRINCIPLE
- LAW THREE NET 7 METHOD
- LAW FOUR BRAND MOAT
- LAW FIVE DECISION VELOCITY
- LAW SIX HOT DOG STAND EFFECT
- LAW SEVEN ASYMMETRIC ENDURANCE

(these laws are covered in detail starting on p.4)

The final score of the test provides a category for how the business is currently performing.



- 0 - 3.99**  **CRISIS** | The business is fragile and at risk of failure.
- 4.0 - 6.99**  **STUCK** | You're making money, but lack a strong foundation.
- 7.0 - 8.99**  **SCALING** | Business is growing, but inefficiencies could break you.
- 8.0 - 10.0**  **UNBREAKABLE** | This is a business that is built to last.



Take the Unbreakable Index™ test now.

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# PURPOSE BEYOND PROFIT

If you don't know where you're going, any road will get you there.

**But it won't lead to purpose.**

Too many businesses avoid defining what truly matters, afraid of losing customers, influence, or momentum. Fear of being clear holds them back. Purpose Beyond Profit begins with rejecting that fear and committing to clarity about why your work matters—not as a tagline, but as the foundation for everything you do. Purpose comes first. It's what attracts the people who align with your values and repels those who don't. It defines success beyond numbers, ensuring every decision, every effort, and every strategy is built on what you stand for. Profit and growth are important, but they are tools—not the goal. Without purpose, the pursuit of growth is aimless.

## THE WHY

This is where you must start because every other decision depends on it. If your purpose isn't clear, how do you know what risks to take, which opportunities to seize, or where to draw the line? A business without purpose may grow, but it will lack direction and impact. When purpose comes first, everything else—strategy, execution, and even profit—falls into place with greater meaning and focus. Purpose doesn't just guide your business; it ensures your work is worth doing.

# GENESIS PRINCIPLE

## First Principles Strategy

Businesses that copy others become fragile. Businesses that think for themselves become unbreakable.

The Genesis Principle forces every major business decision to be broken down into fundamental truths rather than industry norms or assumptions. Instead of following competitors or trends, businesses must ask: What is objectively true? What is the simplest, most efficient way to solve this problem?

## THE WHY

This mindset prevents reactive, short-term thinking and builds a company that is deeply rooted in logic, customer value, and innovation. First-principles businesses adapt faster, price more strategically, and solve customer problems better than their competition.

# NET 7 METHOD

## Financial Command

A business that isn't in control of its cash isn't in control of its future.

The Net 7 Method ensures businesses maintain at least seven months of operating cash reserves at all times, providing a buffer against downturns and allowing them to seize opportunities without financial strain. Additionally, financials must be closed within seven days of month-end, ensuring leaders always have an accurate, real-time view of their business.

## THE WHY

Companies that fail in this discipline are forced into reactionary decision-making, high-interest debt, and missed growth opportunities. A business with cash reserves can move proactively, invest strategically, and withstand external shocks.

# BRAND MOAT

## Market Positioning

If your business isn't known for something unique, it's replaceable.

The Brand Moat is what makes a business defensible—allowing it to set pricing, generate demand, and reduce reliance on paid marketing. A strong brand is not just a logo or tagline—it is a reputation, a story, and a position in the market that competitors cannot easily copy.

## THE WHY

Businesses with a moat generate higher customer retention, stronger pricing power, and organic demand. The Brand Moat is reinforced through consistent content creation, community engagement, and trust-building with customers. Businesses that fail here become commodities, competing on price rather than value.



# DECISION VELOCITY

## Speed & Direction in Execution

Speed alone is not enough. Velocity requires both speed and the right direction.

Decision Velocity ensures businesses make clear, timely, and well-directed decisions rather than getting stuck in analysis paralysis or impulsive action. Every decision should be documented, assigned to a decision-maker, and tracked to ensure execution. If a decision is delayed, it either wasn't necessary, wasn't assigned, or was bogged down in bureaucracy.

## THE WHY

Business owners must optimize both how fast they move and whether they're moving in the right direction. High Decision Velocity means a company outpaces competitors, capitalizes on opportunities, and removes bottlenecks before they become fatal.

# HOT DOG STAND EFFECT

## Leadership Through Service in Action

True leadership means believing in people before they believe in themselves.

Most business owners expect their team to act like they own the company while sitting back and waiting for them to ask for raises, promotions, or opportunities. That's not leadership—it's complacency. The Hot Dog Stand Effect flips that mindset. True leadership means believing in people before they believe in themselves, recognizing their potential before they ask for recognition, and investing in their growth without being prompted.

It's about action, not words. Hire for character, not just credentials. Mentor, teach, and transfer knowledge instead of assuming they should already know it all. Be the first to offer raises, bonuses, or new opportunities—because leadership isn't about waiting for someone to prove their worth; it's about showing them they're valued and giving them the tools to rise.

## THE WHY

When leaders act with intention and serve their team, something powerful happens: loyalty deepens, trust strengthens, and teams are willing to follow wherever the leader goes. This isn't about blind allegiance—it's about building a culture where your team knows you'll invest in them, no matter the circumstances. That's the Hot Dog Stand Effect: creating teams who are all in, because they know you are too.

# ASYMMETRIC ENDURANCE

## Systems & Automation for Scaling Without Owner Dependence

A business that relies too much on the owner is fragile

Asymmetric Endurance ensures businesses grow while requiring less manual effort from leadership by implementing repeatable systems, automation, and delegation. Instead of scaling through brute force and overworking the owner, businesses should scale through processes that reduce decision fatigue, automate repetitive work, and create operational independence.

### THE WHY

The ultimate goal is a business that can function, grow, and thrive—even when the owner steps away. Businesses that fail here become bottlenecked by their leadership, burn out, and collapse under their own weight.

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## ABOUT ADAM

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Business leader, strategist, and entrepreneur Adam Weisner, has spent his career helping companies grow, scale, and build lasting impact. His experience spans banking, investment management, the automotive aftermarket, and SaaS, covering B2B, B2C, and technology-driven business models. Across every industry, his focus has remained the same—developing systems, strengthening operations, and building businesses that endure. As the creator of the Unbreakable Operating System™ (UnbreakableOS), Adam has developed a framework that helps businesses achieve scalable growth and asymmetric endurance—ensuring they don't just succeed but are built to last.

Adam's work journey started early. Raised by a mother whose work ethic and entrepreneurial spirit shaped his perspective, he learned the value of persistence, discipline, and resourcefulness from a young age. He took on any job that would push him forward—selling women's shoes, cell phones, and second mortgages—learning along the way that leadership is forged in action, not just theory. By 31, Adam became a Managing Director at a regional bank owned by a global financial institution, leading digital banking transformation, financial center expansion, and national acquisitions. His approach to business has always been rooted in rigor, systems, and in-depth financial analysis—something further reinforced through his time at Pacific Coast Banking School at the University of Washington, where he refined his expertise in strategic leadership, risk management, and financial oversight.

At 36, Adam transitioned into the automotive aftermarket industry, taking on the role of COO and later President of a suspension manufacturing company. Over several years, the company saw revenue triple and net profits quadruple, while securing partnerships with Winnebago, Airstream, John Deere, Thor, and Tiffin. His focus on brand positioning, operational efficiency, and direct-to-consumer expansion helped establish the company as a trusted leader in its industry.

Adam currently serves as President & CEO of Sherman Portfolios - a Registered Investment Advisor serving hundreds of financial advisors across the US. In the first 18 months under his leadership, the firm grew assets under management (AUM) from \$86M to \$865M, underwent a strategic rebrand and operational overhaul, and was awarded its first patent.

Adam and his wife, Jen, are the co-founders of Kingdom Mindset Investing (KMI) and Kingdom Mindset Strategies (KMS), created with the belief that businesses should be more than just profitable—they should be purpose-driven, resilient, and built to create lasting impact. Their mission is to help business owners scale wisely, steward resources well, and create companies that serve both people and purpose.

Adam is driven by purpose, family, and leadership—seeking to honor his faith while building a life centered on the things that matter most. He and Jen homeschool their three children, building a foundation of faith, curiosity, and lifelong learning. He believes that Biblical principles, when applied with discipline and wisdom, can help any business become truly unbreakable.