

IGOR VAINSHTEIN · KEYNOTES & WORKSHOP

Exceptional isn't random. It's built.

Igor Vainshtein has started more than 20 companies, lost most of them, and sold one to GOLFTEC. He turned what those years taught him into Deal With It™ — a four-pillar framework, a keynote series and the business simulation game presented at TEDx and the United Nations — so leaders and teams can make progress inevitable even when conditions aren't.

Four keynotes, one framework

Deal With It™ for Leaders

How exceptional leaders make progress inevitable

Best for Leadership offsites · Executive summits · Association conferences · Management retreats

Deal With It™ for Sales

Making this quarter's number predictable

Best for Sales kickoffs · Revenue team meetings · Dealer and distributor conferences · Franchise sales teams

Deal With It™ for Entrepreneurs

Ideas start the game. Execution keeps you in it.

Best for EO and YPO chapters · Founder communities · Incubators and accelerators · University entrepreneurship programs

Deal With It™ for Franchise

You bought the franchise to de-risk success. This is how you make it inevitable.

Best for Franchise conventions · Franchisee onboarding and annual meetings · Franchisor leadership summits · Multi-unit operator programs

The Four Pillars of Deal With It™

01 Flip Perspective

See the situation as it is, not as the panic describes it.

02 Master Inputs

Put your effort only where you actually have control.

03 Perfect Practice

Rehearse the decisions before the stakes are real.

04 Reframe the Random

Treat luck, good and bad, as a variable you plan for.

MAKE IT A DAY, NOT A TALK

The Entrepreneurpoly™ workshop

A half-day business simulation with no slides and no lecture. Tables of 2–5 play Deal With It™: A Game of Entrepreneurpoly™ — building companies, borrowing, hiring, getting hit by the random — then Igor debriefs it against the Four Pillars. Any number of tables. Delivered dozens of times for EO chapters and executive teams.

---

igorvainshtein.com · Keynote topics · Pronounced **EE-gor VINE-shtine**

Book Igor → book.igorvainshtein.com

KEYNOTE · THE DEAL WITH IT™ SERIES

Deal With It™ for Leaders

How exceptional leaders make progress inevitable



THE BIG IDEA

Exceptional leadership isn't having the answers. It's running a system that keeps a team moving when nobody has them.

Keynote description

Faster cycles, shifting talent, digital disruption and cultural change have made leadership a high-stakes game — and most leaders are still playing it reactively, responding to each new shock instead of engineering progress through it.

In this keynote Igor Vainshtein hands leaders the operating system he built across 20+ companies, crashes, betrayals and rebuilds: the four pillars of Deal With It™. Leaders learn to flip perspective on the situation in front of them, put effort only where they have control, rehearse the hard decisions before the stakes are real, and plan for the random instead of being surprised by it. Not more hustle — a repeatable way to build momentum that compounds and earns a team's trust.

What the room walks out with

- A four-pillar leadership model for engineering progress in uncertainty
- A way to separate what the team controls from what it only worries about
- Practical tools to align people on the few priorities that move results
- A method for turning breakdowns into the next decision, not the next crisis
- The confidence to lead without waiting for conditions to improve

Best for

Leadership offsites | Executive summits | Association conferences | Management retreats

Formats

45 · 60 · 90 minutes | In person or virtual | Add the Entrepreneurpoly™ workshop (half day) for a full-day program

> *Igor is a person who has lived nine lifetimes. I would highly recommend anyone have him come and speak, or play his game with them. It is absolutely a 10 out of 10 experience.*
>
> — Alex Roslaniec, Co-founder, Heybud Skincare · EO Melbourne

KEYNOTE · THE DEAL WITH IT™ SERIES

Deal With It™ for Sales

Making this quarter's number predictable



THE BIG IDEA

Top performers aren't more talented. They're more systemised — and in uncertain markets, the system is the edge.

Keynote description

Sales success is no longer about charisma, grind or the perfect script. In a fast-moving market the variance in results can make even this quarter's number impossible to predict — and most teams respond by doing more of everything.

In this keynote Igor Vainshtein shows sales professionals how elite performers make wins inevitable by mastering mindset, inputs and leverage. Drawing on the Deal With It™ framework and three decades of selling his own ventures, he shows teams how to control the inputs that drive pipeline, reframe rejection so it stops costing energy, convert buyer resistance into trust, and cut the activity that feels productive but doesn't close. Teams leave energised and equipped to do what matters, repeatedly.

What the room walks out with

- A simple daily system for maximising sales performance
- Mental models to reframe rejection and stay resilient through a slow month
- Momentum strategies to hit and exceed targets without burnout
- Methods to turn buyer resistance into lasting trust
- A clear filter for the high-impact activities that drive predictable growth

Best for

Sales kickoffs | Revenue team meetings | Dealer and distributor conferences | Franchise sales teams

Formats

45 · 60 · 90 minutes | In person or virtual | Add the Entrepreneurpoly™ workshop (half day) for a full-day program

> *He's inspirational, high-energy, and the game is very different to anything out there. I highly recommend working with him.*
>
> — Linh Podetti, Founder & CEO, Outsourcing Angel · EO Sydney

KEYNOTE · THE DEAL WITH IT™ SERIES

Deal With It™ for Entrepreneurs

Ideas start the game. Execution keeps you in it.



THE BIG IDEA

Twenty-plus companies. Most of them failed. The difference between the ones that folded and the ones that thrived was the system they ran.

Keynote description

Entrepreneurship is a test of resilience. Pivots, cash-flow squeezes and sleepless nights are not the exception — they are the job. The founders who make it are not the ones who avoid the setbacks; they are the ones with an execution engine that keeps running through them.

In this keynote Igor Vainshtein walks founders through the engine behind his own journey of building, losing and rebuilding multimillion-dollar ventures — from selling bottled water at a Soviet summer camp at seven to selling 24/7 Golf to GOLFTEC. Using the Deal With It™ framework, he shows how to create momentum that survives market shocks, attract the right allies, and keep moving when others stall. Whether the room is starting up or scaling up, they leave with a blueprint for inevitable progress.

What the room walks out with

- The four-pillar framework for surviving and scaling in any market
- Mental models for making decisions under high-stakes uncertainty
- A sustainable execution rhythm that outlasts motivation
- Strategies to attract and align the right collaborators
- A repeatable system for turning setbacks into accelerators

Best for

EO and YPO chapters | Founder communities | Incubators and accelerators | University entrepreneurship programs

Formats

45 · 60 · 90 minutes | In person or virtual | Add the Entrepreneurpoly™ workshop (half day) for a full-day program

> *"It's a game that simulates real-life entrepreneurship — side deals, people going bankrupt. I had no expectations going in and it ended up being really fun and informative. A 10 out of 10 experience.*
>
> — Alex Roslaniec, Co-founder, Heybud Skincare · EO Melbourne

KEYNOTE · THE DEAL WITH IT™ SERIES

Deal With It™ for Franchise

You bought the franchise to de-risk success. This is how you make it inevitable.



THE BIG IDEA

A franchise takes the guesswork out of the model. It doesn't take it out of the owner.

Keynote description

Franchisees buy a proven system so they don't have to invent one. But the playbook doesn't decide what to do when cash gets tight, a key hire quits, or the second unit opens slower than the first. The owner does — and most have never rehearsed those decisions before they are real.

In this keynote Igor Vainshtein brings the Deal With It™ framework to franchisors and franchisees: how to flip perspective when a unit underperforms, master the inputs the system leaves to the operator, practise the hard calls before they cost a location, and plan for the random the FDD never mentioned. Paired with the Entrepreneurpoly™ simulation, every table runs a business under pressure and sees how it really decides — so franchisees execute the system instead of just owning it.

What the room walks out with

- A four-pillar framework for operating a franchise through uncertainty
- A clear line between what the system guarantees and what the owner must supply
- Decision rehearsal for cash, people and growth before the stakes are real
- A shared language for franchisors and franchisees when a unit struggles
- Multi-unit thinking: making the second location more predictable than the first

Best for

Franchise conventions

Franchisee onboarding and annual meetings

Franchisor leadership summits

Multi-unit operator programs

Formats

45 · 60 · 90 minutes | In person or virtual | Add the Entrepreneurpoly™ workshop (half day) for a full-day program

> *"We played his game — an immersive experience of the real world: buying property, starting a business, taking out loans. I highly recommend working with Igor.*
>
> — Linh Podetti, Founder & CEO, Outsourcing Angel · EO Sydney