

THE MO-MO-MO GAP



©2026 INVISIBLE INSIGHTS
ALL RIGHTS RESERVED

@kevinwestinsights

kevinwestinsights.com

Get the MO-MO-MO on
the Invisible Insights App

PRESENTED TO : GAPCON 2026



MOMENTUM



IF YOU DON'T HAVE IT, YOU WANT TO GET IT.



IF YOU HAVE IT, YOU WANT TO KEEP IT.



IF YOU LOSE IT, YOU
WANT TO GET IT
BACK



THE GOOD NEWS:
IF YOU DON'T HAVE IT,
YOU CAN GET IT.



THE BAD NEWS:
IF YOU HAVE IT, YOU
CAN LOSE IT.



SO HOW DO WE GET IT AND KEEP IT?



WHAT FUELS MOMENTUM?

A LOT OF THINGS CAN FUEL IT.





WE WANT THE
BEST FUEL FOR
MOMENTUM.



INTENTION ACTION CONGRUENCE

INVISIBLE: MOMENTUM IS GENERATED

1995



MYLES MUNROE

PWOT
BEAD



THE FEAR WALKING DEAD

**“THE RICHEST PLACE IN THE
WORLD IS A GRAVEYARD”**



ALIVE BUT
NOT
ADVANCING.

PWMO
BEAD



BUSY MOVING $\neq$

PWOT BEAD



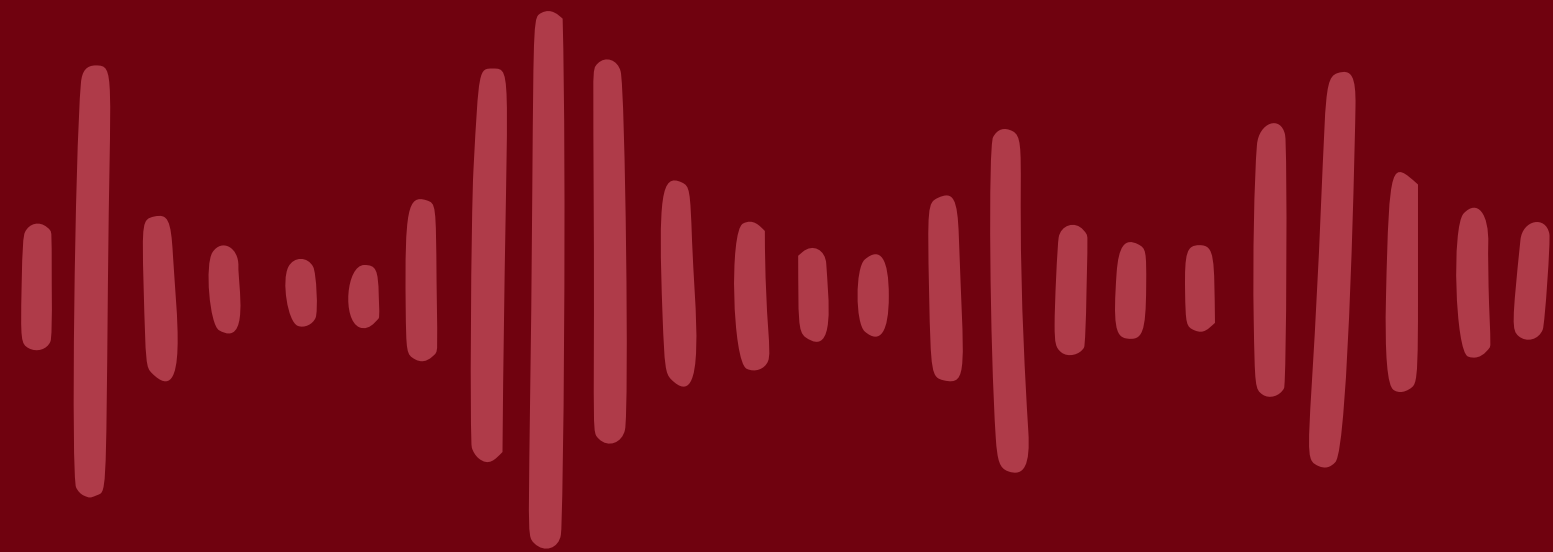
SUCCESS
CAN HIDE
STAGNATION.

PROMO
READ



THE HUM.

SOMETHING IS ASKING FOR YOUR ATTENTION.

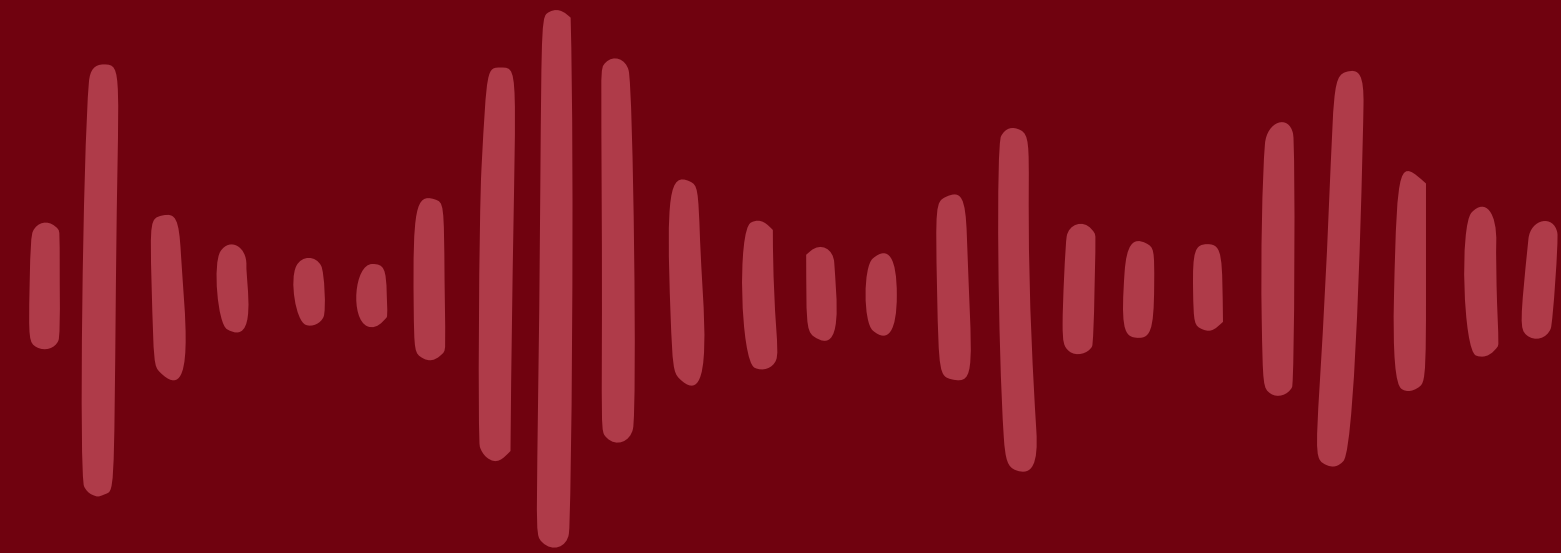


PREMO READY

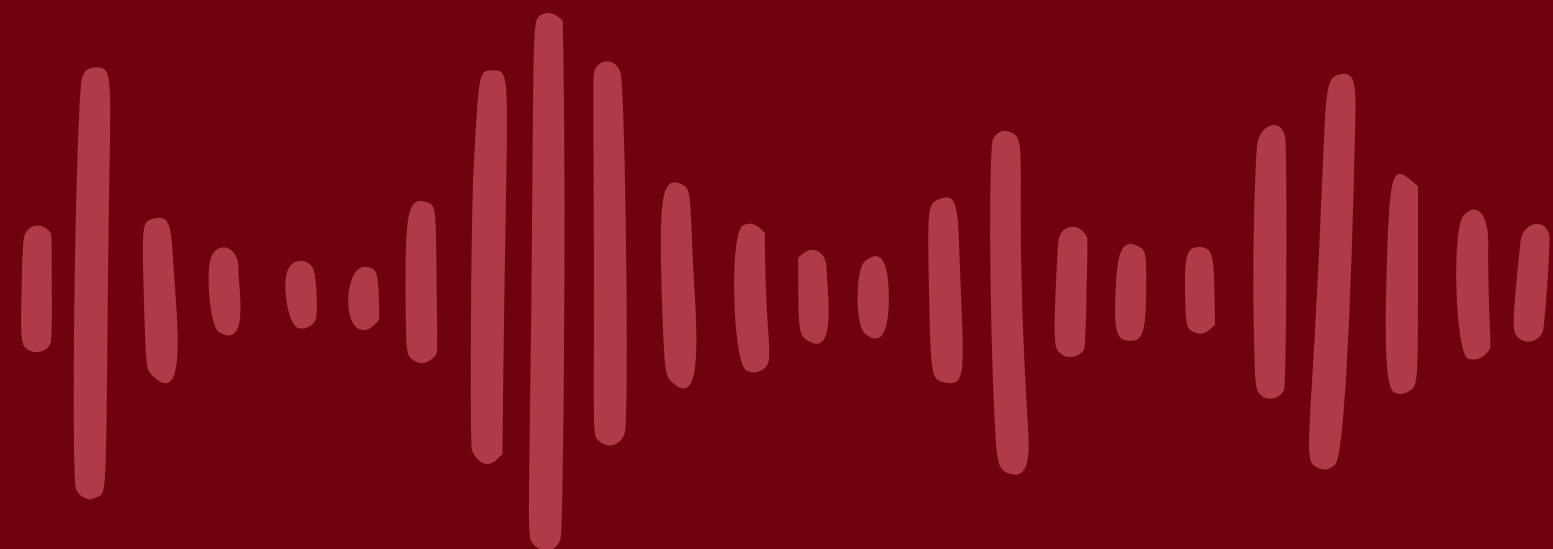
THAT SPACE BETWEEN...



PROVED BEHOLD

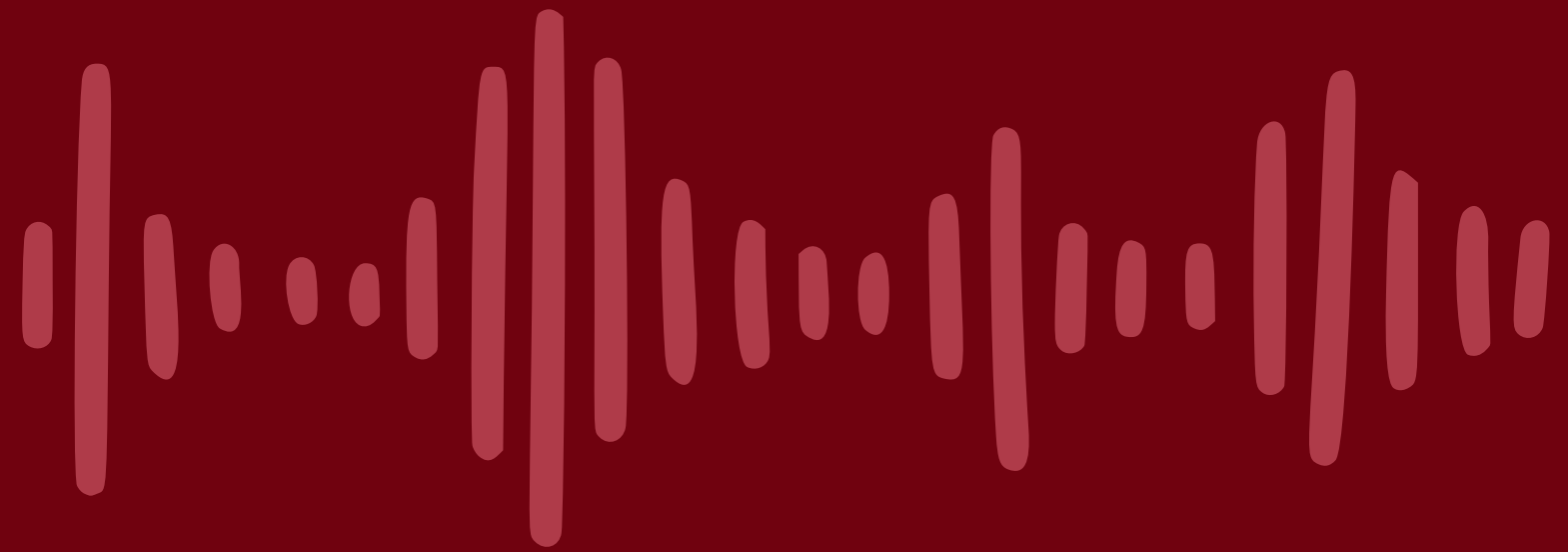


WHERE I AM.



MO-MO-MO BEHOLD

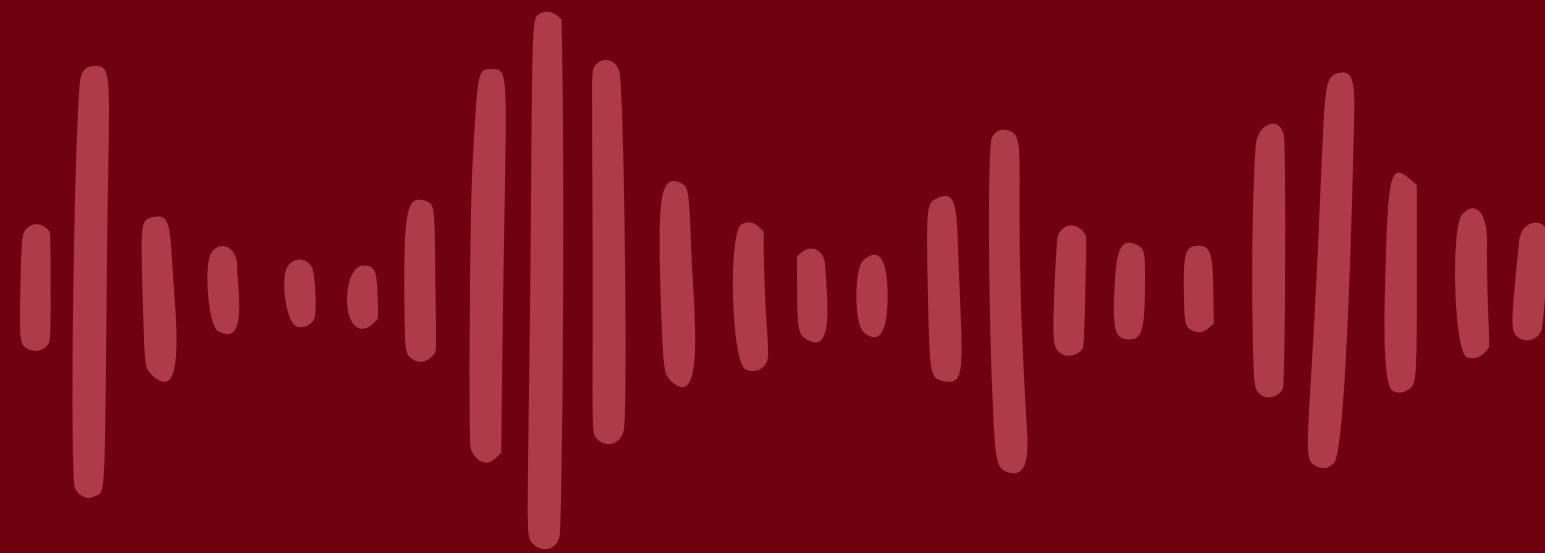
WHERE
I KNOW I
CAN BE



PROMO
READY



THAT SPACE



THE MOMEMNTUM GAP

WHO
YOU ARE

WHO YOUR
BECOMING



THE MOMENTUM GAP

BEFORE



LEADING AND COACHING OVER THE LAST 40 YEARS.

**THE 9 MOMENTUM
KILLERS THAT HOLD
US BACK.**

WHO
YOU ARE



WHO YOUR
BECOMING



MOMENTUM KILLERS LIVE AND TRIVE IN...

TRAPS AND TREADMILLS

IT'S THE JOB, NO IT'S THE
ROLE, NO IT'S THE
RELATIONSHIP, NO IT'S
MY BOSS, NO IT'S THE
CITY, NO I NEED MORE
CLARITY, IT'S LACK OF
OPPORTUNITY, NO IT'S...

WHO
YOU ARE

MOMENTUM KILLER 1

WHO YOUR
BECOMING



TIME IN OVER TRANSFORMATION

THE HAMSTER WHEEL

WHO
YOU ARE

MOMENTUM KILLER 2

WHO YOUR
BECOMING



PERFECTION OVER CONNECTION

HOW CONNECTED AM I TODAY?

WHO
YOU ARE

WHO YOUR
BECOMING



MOMENTUM KILLER 3

MANAGEMENT OVER ENJOYMENT

DO YOU HAVE ENERGY AT
THE END OF THE DAY?

WHO
YOU ARE

WHO YOUR
BECOMING



MOMENTUM KILLER 4

FIGURE OVER FEEL

ARE YOU FEELING THE DAY AND
DO YOU WELCOME FEELINGS
AND EMOTIONS?

WHO
YOU ARE

MOMENTUM KILLER 5

WHO YOUR
BECOMING



SHOULD OVER WANT

**SHOULD = SHAME.
ARE YOU A SHOULD HEAD?**

**MOMENTUM IS BETTER
DRIVEN BY WANT THAN BY
SHOULD.**

WHO
YOU ARE

MOMENTUM KILLER 6

WHO YOUR
BECOMING



FORMULAS OVER AUTHENTICITY

THERE IS NO FORMULA FOR
BEING THE BEST VERSION OF
YOU.

WHO
YOU ARE

MOMENTUM KILLER 7

WHO YOUR
BECOMING



**POWER
OVER
EMPOWERMENT**

**RIDICULOUS FREEDOM: I AM
WILLING AND CAPABLE OF
DOING THE RIGHT THING EVEN IN
SITUATIONS I CAN'T CONTROL.**

WHO
YOU ARE

MOMENTUM KILLER 8

WHO YOUR
BECOMING



PROMOTION OVER POSITION

FIRST - BEST - UNIQUE
FIRST PRINCIPLES
BEST VERSION OF YOU
UNIQUE ABILITIES

WHO
YOU ARE

MOMENTUM KILLER 9

WHO YOUR
BECOMING



ESCAPE OVER ENGAGE

I KNOW I BECOME BETTER
WHEN I HAVE GOOD FIGHTS.

MOMENTUM GENERATORS



TRANSFORMATION
CONNECTION
ENJOYMENT
FEEL

WANT
AUTHENTIC
POSITIONED
ENGAGED



THE EPHRAIM

©2026 INVISIBLE INSIGHTS
ALL RIGHTS RESERVED

@kevinwestinsights

kevinwestinsights.com

Get the MO-MO-MO on
the Invisible Insights App

PRESENTED TO : GAPCON 2026



1998

PWOT BEAD



©2026 INVISIBLE INSIGHTS
ALL RIGHTS RESERVED

@kevinwestinsights

kevinwestinsights.com

Get the MO-MO-MO on
the Invisible Insights App

PRESENTED TO : GAPCON 2026

PWOT
BEAD



PWOT
BEAD



HAPPY BIRTHDAY.



??????
WHAT???

PROVIDED



SUSANNA SAVICKY

Pivot Point



I DIDN'T
KNOW
HER

PREVIEW
REVEAL



THEN WE
SANG...

PIVOT
POINT



A SONG
SUNG
1000
TIMES

AVERAGE IN OUR LIFE TIME

POWOW



HAPPY
BIRTHDAY...

PIVOT
BEAD



RECORD SCRATCH...

BRAND MO-MO-MO



WHAT HAPPEND NEXT
CHANGED ME
FOREVER AND TODAY
MY HOPE IS IT WILL
CHANGE YOU TOO.



HAPPY BIRTHDAY THE RIGHT WAY.



SOUNDED
DIFFERENT
IMPACT WAS
NEXT LEVEL...



SUSANNA WAS
DIFFERENT AND
SO WAS I.

READ



MAYBE THE SONG ISN'T THE PROBLEM

Promo
Brand



MAYBE IT'S HOW WE'RE SINGING IT

PROMOTED



YOU GET TO DECIDE
HOW YOU SING
HAPPY BIRTHDAY
EVERY DAY!

I REALIZED...



MOMENTUM HAS A 3 FORCES



A MENTOR

BEN-JAMMIN ZANDER



A MOMENT

**SINGING LOUD AND PROUD AND
APPRECIATING THE GIFT OF TODAY!**



A MOVE

**SETTING THE DAILY INTENTION OF WANTING OTHERS TO
FEEL BETTER ABOUT THEMSELVES WHEN THEY HAVE BEEN
AROUND ME, LIVING WITH ENERGY, VIBRANCY, PURPOSE
AND PRESENCE!**

THE MOMEMNTUM GAP

WHO
YOU ARE

WHO YOUR
BECOMING



THE MOMENTUM GAP REQUIRES A STRATEGY



THE MO-MO-MO FRAMEWORK

MENTOR

WHO SHOWED UP FOR YOU?

MOMENT

WHAT SHOOK YOU UP?

MOVE

WHAT'S THE FIRST MOVE?





WHAT IF?

PIVOT READY



WHAT IF THERE'S MORE MOMENTUM AVAILABLE TO YOU?



NOT MORE SUCCESS...

PROVOCATION



MO - YOU!



MO - MENTUM



MO - MISSION



KNOW THIS...

PREPARED



GOD PUT SOMETHING IN YOU.

PROVIDED



**SOMETHING
ONLY YOU
CAN DO.**

PROMOTED



AND IF YOU
DON'T DO
IT...



IT WON'T GET DONE!

IT WON'T GET DONE!



BOTTOM LINE

PREVIEW



TRAPS

A BOX

TREADMILLS

**THE PRESSURE IS TO GET IN AND
FIT IN...**

**AND DEEP DOWN, WE DONT
WANT TO GET IN IT...**



BUT SOMEDAY...

BEFORE IT'S TOO LATE



WE ALL
END UP IN
ONE

PROVED



SO WHY LIVE IN ONE NOW?

PROBLEM



**TIME IN
PERFECTION
MANAGEMENT CONTROL
FIGURING IT OUT
SHOULD HEADS
FORMULAS
POWER TRIPS
PROMOTION ENTITLEMENT
ESCAPE**

**THE TRAPS AND TREADMILLS ARE
DESIGNED TO GET US IN THE BOX AND KEEP
US THERE.**

**DETERMINED TO KEEP US SAFE AND
COMPETENT AND SECURE.**

**MOMENTUM GIVES US THE
TRANSFORMATIVE JOURNEY OF BEING
INCOMPETENT, UNCERTAIN AND CRITICIZED.**

HEAR



THE
HUM.

PROVOCATIVE

CLOSE



**THE
GAP.**

**PWOT
BEAT**

FIND



**YOUR
MENTORS.**

**PWOT
BEAT**

NOTICE



THE MOMENTS.

Pivot
Brand

MAKE

**THE
MOVES**



SING



**YOUR
SONG.**

**P.W.O.
B.E.A.T.**

LIVE



THE POSSIBILITY

Pivot Point



DO THE THING
THAT GOD PUT IN
YOU THAT ONLY
YOU CAN DO.



STAY OUT OF THE BOX!

Get the MO-MO-MO on the Invisible Insights App

