

Taking an Entrepreneurial Approach Running Your Business

Presented By

Ray Adler
Founder & CEO

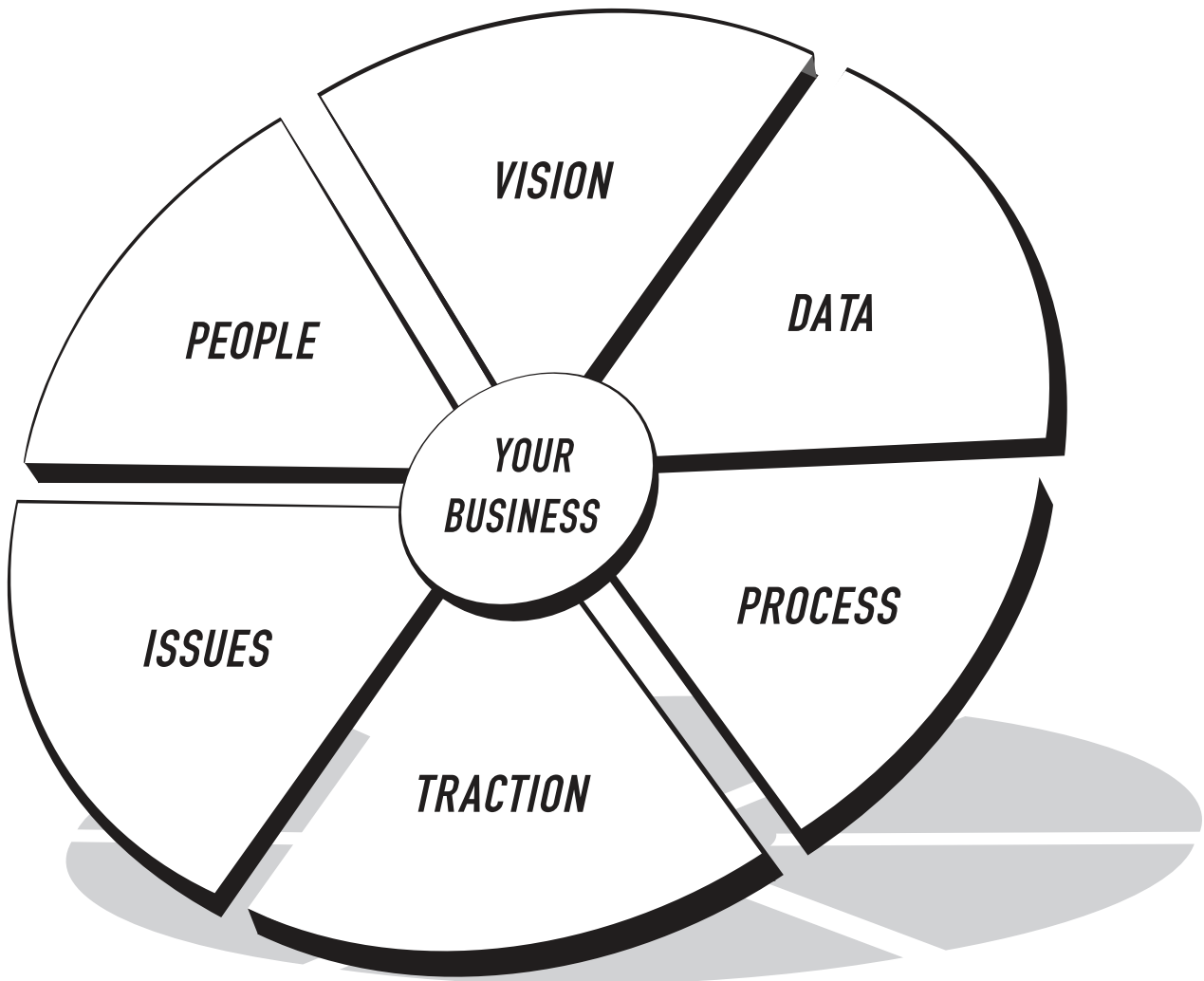


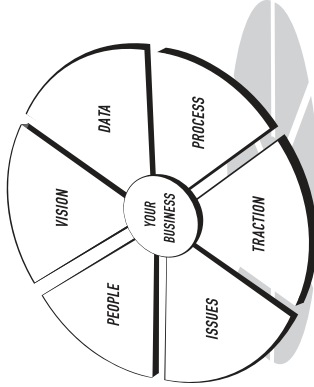
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Presented To



THE EOS MODEL™



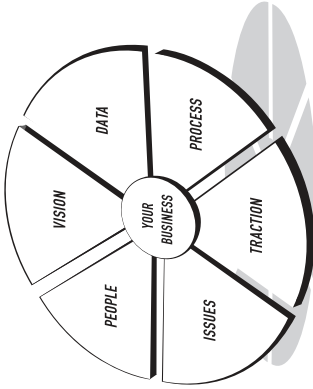


THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: _____

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 	3-YEAR PICTURE™
CORE FOCUS™	<p>Purpose/Cause/Passion: _____</p> <p>Our Niche: _____</p>	<p>Future Date: _____</p> <p>Revenue: _____</p> <p>Profit: _____</p> <p>Measurables: _____</p> <p>What Does it Look Like?</p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ • _____ • _____ • _____
10-YEAR TARGET™	<p>_____</p> <p>_____</p>	
MARKETING STRATEGY	<p>Target Market/"The List": _____</p> <p>3 Uniques™: <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ </p> <p>Proven Process: _____</p> <p>Guarantee: _____</p>	



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																							
<p>Future date: Revenue: Profit: Measurables:</p> <p>Goals for the Year</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td style="width: 95%;"></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		<p>Future date: Revenue: Profit: Measurables:</p> <p>Rocks for the Quarter</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td style="width: 45%;"></td><td style="width: 50%;"></td></tr> <tr><td>2.</td><td></td><td></td></tr> <tr><td>3.</td><td></td><td></td></tr> <tr><td>4.</td><td></td><td></td></tr> <tr><td>5.</td><td></td><td></td></tr> <tr><td>6.</td><td></td><td></td></tr> <tr><td>7.</td><td></td><td></td></tr> </table> <p style="text-align: right;">Who</p>	1.			2.			3.			4.			5.			6.			7.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td style="width: 95%;"></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table> <p style="text-align: right;"> Prioritize • Identify • Discuss • Solve </p>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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EXAMPLES OF CORE VALUES

- Unequivocal excellence
- Continually strive for perfection
- Wins
- Does the right thing
- Compassion
- Shows honesty and integrity
- Hungry for achievement
- Enthusiastic
- Encourages individual ability and creativity
- Maintains accountability
- Customer 1st
- Works hard
- Is never satisfied
- Is interested in continuous self-improvement
- Help first
- Exhibit professionalism
- Encourage individual initiative
- Growth-oriented
- Treats everyone with respect
- No entitlement
- Has creativity, dreams, and imagination
- No cynicism
- Humbly Confident
- Fanatical attention to consistency and detail
- Committed
- Understand the value of reputation
- Fun
- Fair
- Encourage teamwork
- No Eeyores
- No Drama
- Expect excellence
- Tenacious
- Keep it real
- Genuine
- Authentic

Are each of your people in the right seat?

If they are not, you will be frustrated, they will be frustrated, and, as a result, you will never be able to completely delegate and elevate. You will always be forced to do their work and will not be able to let go of the vine.

FUNCTION

NAME

- _____
- _____
- _____
- _____
- _____

In order for someone to be in the right seat, to step up, and to ultimately fill the opening you have created, he or she must get it, want it, and have the capacity to do the job. If any one of the three is a “no,” it is never going to happen ... 99.9 percent of the time.

Do they:

Get it?

Y N

- Do all of the neurons in his or her brain connect when you explain and they do the job?
- Does he or she get all of the ins and outs of the position?
- Not everyone gets it, and it's not a bad thing. He or she just needs to be in a different seat.

Want it?

- Does he or she genuinely want to do the job?
- Does he or she get up every morning wanting to do it?
- You can't pay, motivate, force, or beg him or her to want it. He or she has to want it on his or her own.
- Sometimes people get it and have the capacity, but just don't want it anymore.

Capacity?

- Does he or she have the mental, physical, spiritual, time, knowledge and emotional capacity to do the job?
- Sometimes this one is negotiable. While not getting it or wanting it are deal-killers, a problem of capacity can be solved, although rarely. If you believe the person can gain the capacity and you are willing to invest the time, resources, and energy for him or her to do so, do it. It is just that most growing organizations don't have the luxury of waiting one to three years for someone to gain the capacity and need the seat filled completely now.

THE TRACTION LIBRARY

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AVAILABLE BOOKS

WHO IT'S FOR



Traction



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Rocket Fuel



For the Visionary
and the Integrator



*Get a Grip
(Traction's fable)*



For the leadership team



How to Be a Great Boss



For leaders, managers,
and supervisors



What the Heck is EOS?



For all employees,
managers, and supervisors

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