

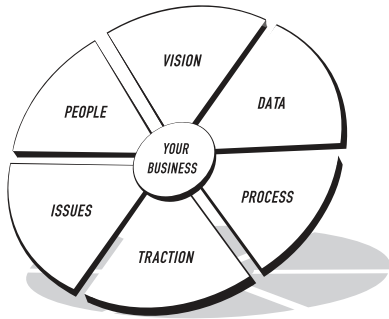
# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

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

THE EOS MODEL™



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## TRACTION

| 1-YEAR PLAN  | ROCKS | ISSUES LIST |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
|--|-------|-------------|----|--|----|--|----|--|----|--|----|--|----|--|--|--|--|-----|----|--|--|----|--|--|----|--|--|----|--|--|----|--|--|----|--|--|----|--|--|---|----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|--|-----|--|
| <p>Future date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><b>Goals for the Year</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td></tr> </table> | 1.    |             | 2. |  | 3. |  | 4. |  | 5. |  | 6. |  | 7. |  | <p>Future date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><b>Rocks for the Quarter</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20px;"></th> <th style="width: 60%;"></th> <th style="width: 20%; text-align: center;">Who</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1.</td><td></td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td><td></td></tr> </tbody> </table> |  |  | Who | 1. |  |  | 2. |  |  | 3. |  |  | 4. |  |  | 5. |  |  | 6. |  |  | 7. |  |  | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td></tr> <tr><td style="text-align: center;">8.</td><td></td></tr> <tr><td style="text-align: center;">9.</td><td></td></tr> <tr><td style="text-align: center;">10.</td><td></td></tr> </table> <p style="margin-top: 20px;"><b>Prioritize</b></p> <ul style="list-style-type: none"> <li>• Identify</li> <li>• Discuss</li> <li>• Solve</li> </ul> | 1. |  | 2. |  | 3. |  | 4. |  | 5. |  | 6. |  | 7. |  | 8. |  | 9. |  | 10. |  |
| 1.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 2.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 3.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 4.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 5.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 6.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 7.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
|  |       | Who         |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
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| 4.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
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| 7.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 8.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 9.   |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |
| 10.  |       |             |    |  |    |  |    |  |    |  |    |  |    |  |  |  |  |     |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |    |  |  |   |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |    |  |     |  |