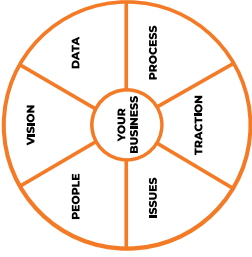


**THE EOS MODEL**



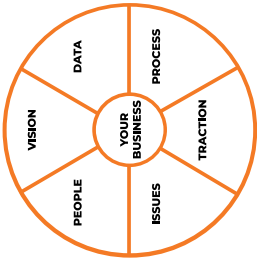
# THE VISION/TRACTION ORGANIZER™

Organization Name: \_\_\_\_\_

## V I S I O N

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

**THE EOS MODEL**



# THE VISION/TRACTION ORGANIZER™

Organization Name: \_\_\_\_\_

## T R A C T I O N

1-YEAR PLAN	ROCKS	ISSUES LIST																
<p><b>Future Date:</b> _____</p> <p><b>Revenue:</b> _____</p> <p><b>Profit:</b> _____</p> <p><b>Measurables:</b> _____</p> <p><b>Goals for the Year:</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p>	<p><b>Future Date:</b> _____</p> <p><b>Revenue:</b> _____</p> <p><b>Profit:</b> _____</p> <p><b>Measurables:</b> _____</p> <p><b>Rocks for the Quarter:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr> <td>1. _____</td> <td>_____</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> </tbody> </table>		Who	1. _____	_____	2. _____	_____	3. _____	_____	4. _____	_____	5. _____	_____	6. _____	_____	7. _____	_____	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p> <p>8. _____</p> <p>9. _____</p> <p>10. _____</p> <p><b>Prioritize</b></p> <p>- Identify</p> <p>- Discuss</p> <p>- Solve</p>
	Who																	
1. _____	_____																	
2. _____	_____																	
3. _____	_____																	
4. _____	_____																	
5. _____	_____																	
6. _____	_____																	
7. _____	_____																	