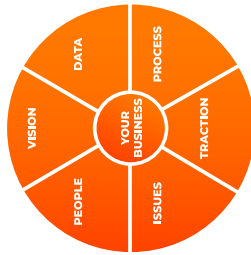


VISION/TRACTION ORGANIZER®

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>_____</p> <p>_____</p> <p>_____</p> <p>Our Niche:</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p>What Does It Look Like?</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p> <p>• _____</p>
10-YEAR TARGET	<p>Target Market/"The List":</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>3 Uniques:</p> <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ <p>Proven Process:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Guarantee:</p> <p>_____</p> <p>_____</p> <p>_____</p>	
MARKETING STRATEGY		



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>Goals for the Year</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p>	<p>Future date: _____</p> <p>Revenue: _____</p> <p>Profit: _____</p> <p>Measurables: _____</p> <p>Rocks for the Quarter</p> <table border="1"> <thead> <tr> <th>1.</th> <th>Who</th> </tr> </thead> <tbody> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> <tr><td>_____</td><td>_____</td></tr> </tbody> </table>	1.	Who	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	<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>Prioritize</p> <ul style="list-style-type: none"> • Identify • Discuss • Solve
1.	Who																	
_____	_____																	
_____	_____																	
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