

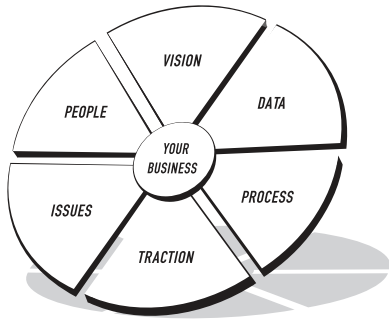
# THE VISION/TRACTION ORGANIZER™

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>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>CORE FOCUS™</b></p>	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>	
<p><b>10-YEAR TARGET™</b></p>	<p>_____</p> <p>_____</p>	
<p><b>MARKETING STRATEGY</b></p>	<p>Target Market/"The List":</p> <p>Three Uniques: <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol></p> <p>Proven Process:</p> <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.	
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