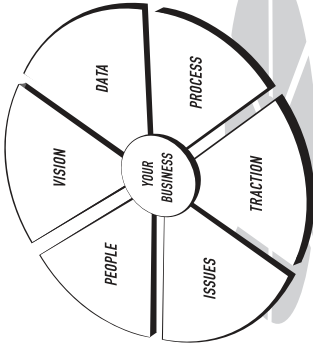


# THE VISION/TRACTION ORGANIZER™

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

## VISION

<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>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"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
<b>10-YEAR TARGET™</b>	<p>_____</p> <p>_____</p>	
<b>MARKETING STRATEGY</b>	<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 VISION/TRACTION ORGANIZER™

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

## TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																							
<p>Future date: Revenue: Profit: Measurables:</p> <p><b>Goals for the Year</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px;">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> </table>	1.		2.		3.		4.		5.		6.		7.		<p>Future date: Revenue: Profit: Measurables:</p> <p><b>Rocks for the Quarter</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px;">1.</td><td></td><td style="width: 20px;">Who</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>	1.		Who	2.			3.			4.			5.			6.			7.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px;">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> <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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