

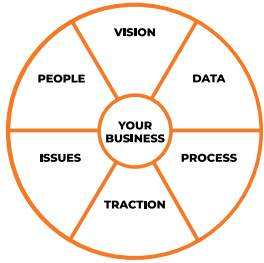
THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: _____

VISION

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: Profit: Measurables: What Does It Look Like? • • • • • • • • • •
10-YEAR TARGET™		
MARKETING STRATEGY	Target Market/"The List": Three Uniques™: 1. 2. 3. Proven Process: Guarantee:	

THE EOS MODEL®



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: _____

TRACTION

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