



GET A GRIP ON YOUR BUSINESS

Six Keys to Getting What You Want
from your Entrepreneurial Company

Craig Wigginton, Professional EOS
craig.wigginton@EOSWorldwide.com
Implementer



AGENDA

- Get **REAL**
- Keep it **SIMPLE**
- Get **RESULTS**

GET
REAL



GET REAL

- You
- Me
 - Brief history
 - Discoveries



FRUSTRATIONS

- Control
- Profit
- People
- Hitting the ceiling
- Nothing's working

KEEP IT
SIMPLE

THE EOS MODEL®



“Vision without traction
is hallucination.”

—GINO WICKMAN

THE EOS MODEL



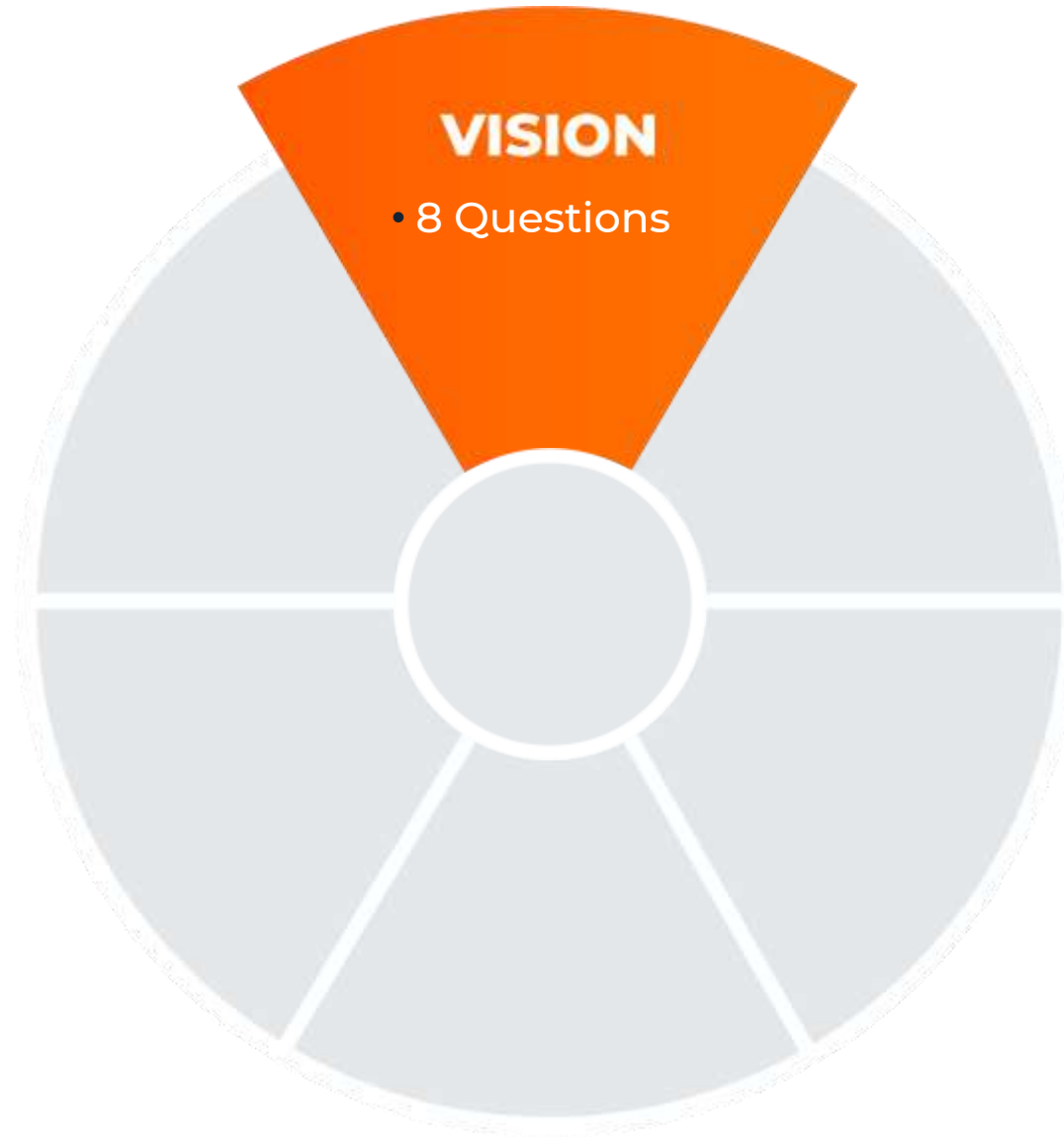
THE EOS MODEL



100%

**Most
20%** ▶
0%

THE EOS MODEL



THE VISION/TRACTION ORGANIZER™

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: Profit: Measurables:
10-YEAR TARGET™	<hr/> <hr/>	What does it look like? - - - - - - - -
MARKETING STRATEGY	Target Market/"The List": 3 Uniques™: 1. 2. 3. Proven Process: Guarantee:	



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> <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. _____	_____	<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
Rocks for the Quarter:	Who																	
1. _____	_____																	
2. _____	_____																	
3. _____	_____																	
4. _____	_____																	
5. _____	_____																	
6. _____	_____																	
7. _____	_____																	

<p>CORE VALUES</p>	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
	<p>10-YEAR TARGET™</p> <hr/> <hr/> <p>Target Market/"The List":</p> <p>3 Uniques™: 1.</p> <p>2.</p> <p>3.</p> <p>Proven Process:</p> <p>Get</p>

- Discover
- Define
- Live and Breathe

CORE	1. 2.	
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	
10-YEAR TARGET™		
MARKETING STRATEGY	Target Market/"The List":	
	3 Uniques™: 1. 2. 3.	
	Proven Process:	
	Guarantee:	

CORE	1. 2. 3.	
10-YEAR TARGET™	<hr/> <hr/>	
10-YEAR TARGET™ MARKETING STRATEGY	<hr/> <hr/> <p>Target Market/"The List":</p> <p>3 companies</p> <p>1. 2. 3.</p> <p>Proven Process:</p> <p>Guarantee:</p>	<p>What does it look like?</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p>

- What do you want from your business?
- 5-30 years out
- #1 Goal

CORE
VALUES

- 1.
- 2.
- 3.
- 4.
- 5.

3-YEAR PICTURE™

**MARKETING
STRATEGY**

Target Market/"The List":

3 Uniques™:

- 1.
- 2.
- 3.

Proven Process:

Guarantee:

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>3 Uniques™:</p> <ul style="list-style-type: none">1.2.3. <p>Proven Process:</p> <p>Guarantee:</p>	

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

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> <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. _____	_____	<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
Rocks for the Quarter:	Who																	
1. _____	_____																	
2. _____	_____																	
3. _____	_____																	
4. _____	_____																	
5. _____	_____																	
6. _____	_____																	
7. _____	_____																	

1-YEAR PLAN		ROCKS	ISSUES LIST
Future Date:			1. _____
Revenue:			2. _____
Profit:			3. _____
Measurables:			4. _____
Goals for the Year:			5. _____
1. _____			6. _____
2. _____			7. _____
3. _____			8. _____
4. _____			9. _____
5. _____			10. _____
6. _____			Prioritize
7. _____			- Identify
			- Discuss
			- Solve

1-YEAR PLAN	ROCKS	ISSUES LIST
Future Date:	Future Date:	
Revenue:	Revenue:	
Profit:	Profit:	
Measurables:	Measurables:	
Goals for the Year:	Rocks for the Quarter:	
1. _____	1. _____	
2. _____	2. _____	
3. _____	3. _____	
4. _____	4. _____	
5. _____	5. _____	
6. _____	6. _____	
7. _____	7. _____	

1-YEAR PLAN	ROCKS	
Future Date:	Future Date:	
Revenue:	Revenue:	
Profit:	Profit:	
Measurables:	Measurables:	
Goals for the Year:	Rocks for the Quarter:	Who
1. _____	1. _____	
2. _____	2. _____	
3. _____	3. _____	
4. _____	4. _____	
5. _____	5. _____	
6. _____	6. _____	
7. _____	7. _____	

ISSUES LIST

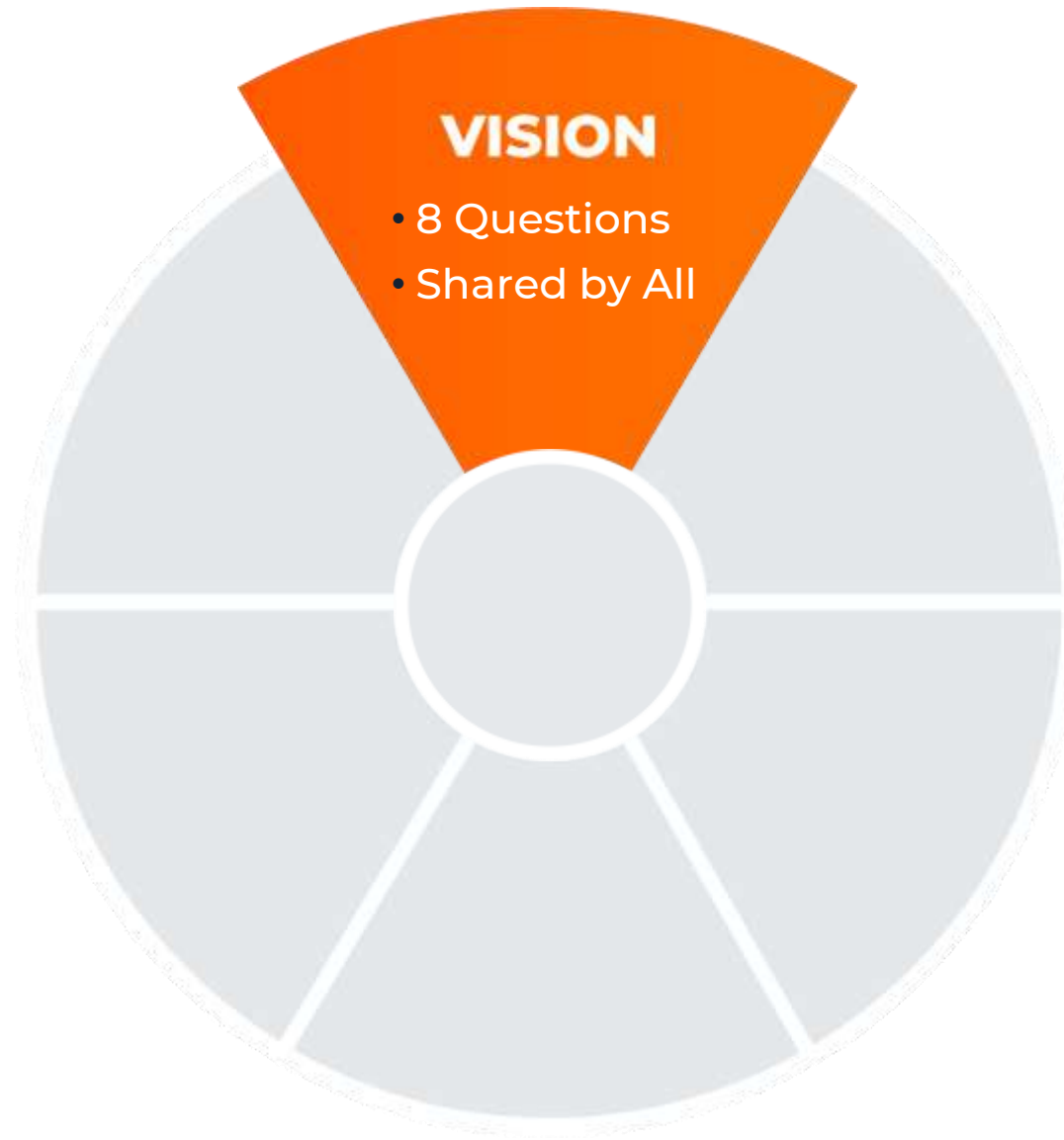
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Prioritize

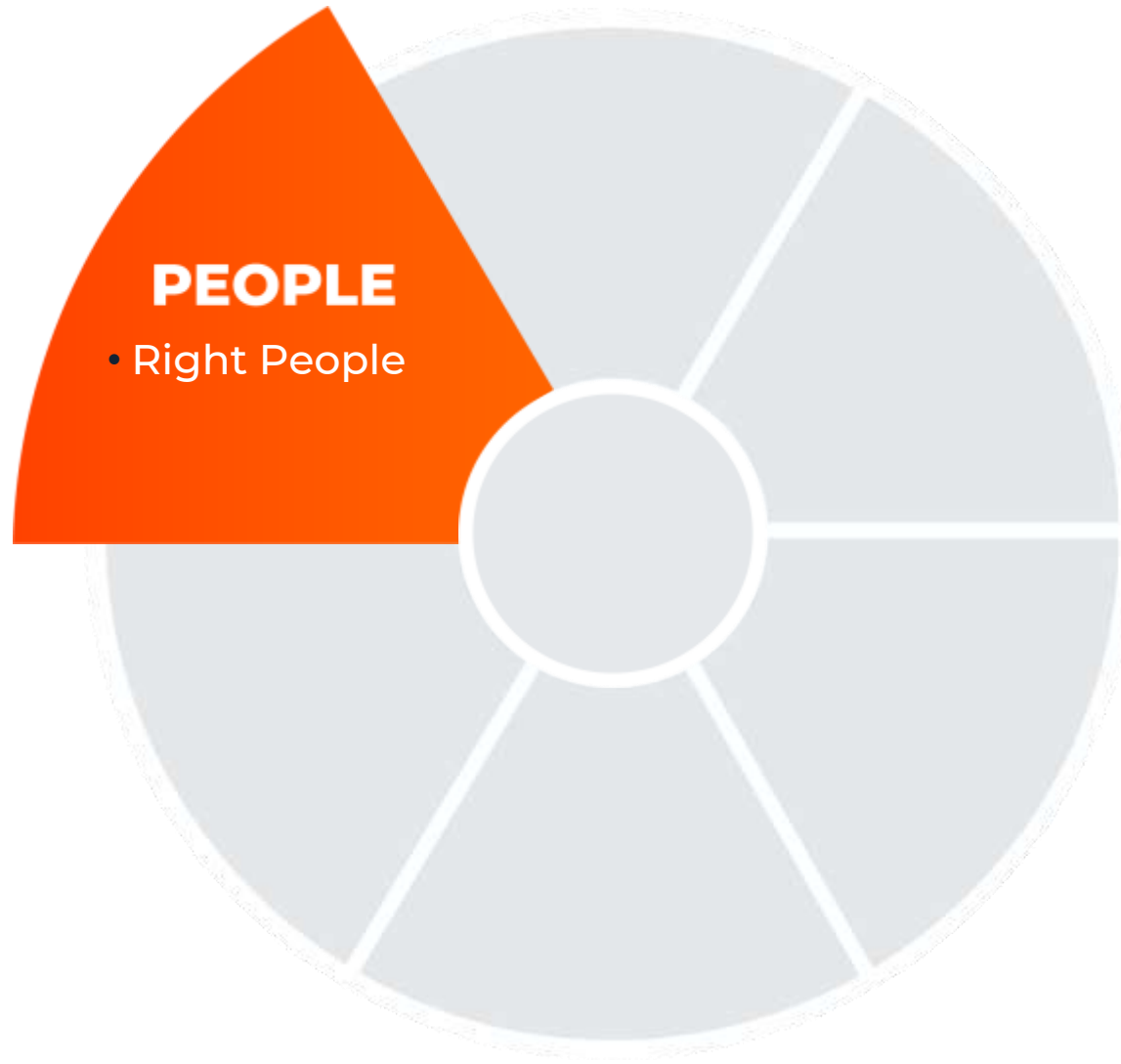
- Identify
- Discuss
- Solve

THE EOS MODEL

100% Strong



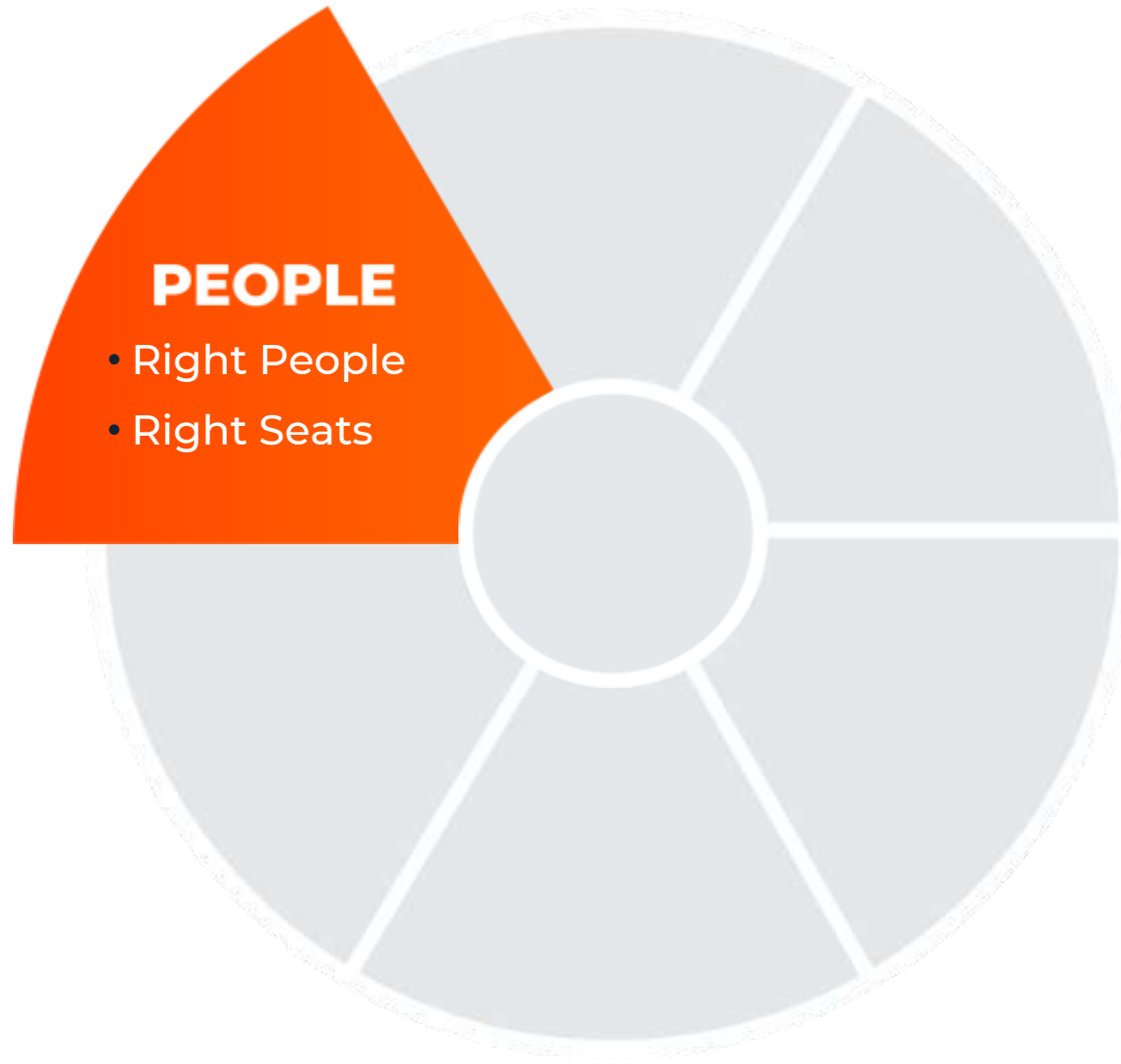
THE EOS MODEL



THE PEOPLE ANALYZER™

NAME	Humbly confident	Grow or die	Help first	Do the right thing	Do what you say			
Maria Rodriguez	+	+	+	+	+			
Jalen Taylor	-	+/-	-	-	+/-			
Amina Muhammed	+/-	+/-	+	+/-	+			
THE BAR	+	+/-	+	+/-	+			

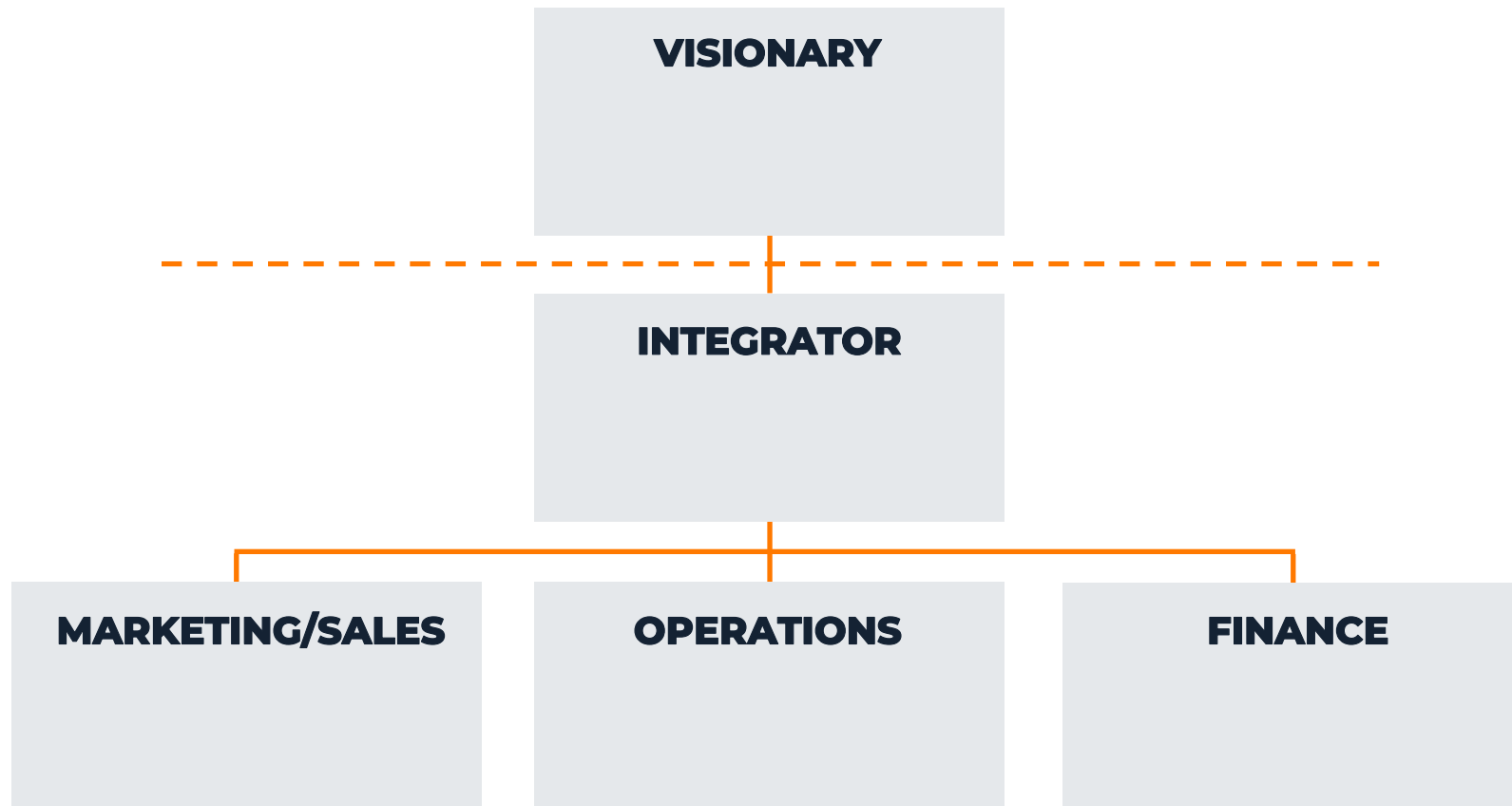
THE EOS MODEL



“Structure first,
people second.”

—GINO WICKMAN

ACCOUNTABILITY CHART™



RIGHT SEATS

Function

Name

- Role
- Role
- Role
- Role
- Role

RIGHT SEATS

Marketing/Sales

Name

- LMA™
- Marketing
- Hit sales numbers
- Sell
- Account management

RIGHT SEATS

- Gets It
- Wants It
- Capacity to Do It

Center

Name

- Win face offs
- Create scoring chances
- Score goals
- Back check/defend
- Minimize turnovers

THE PEOPLE ANALYZER™

NAME	Humbly confident	Grow or die	Help first	Do the right thing	Do what you say	Get it	Want it	Capacity
Maria Rodriguez	+	+	+	+	+	Y	Y	Y
Jalen Taylor	-	+/-	-	-	+/-	Y	Y	N
Amina Muhammed	+/-	+/-	+	+/-	+	N	Y	Y
THE BAR	+	+/-	+	+/-	+	Y	Y	Y

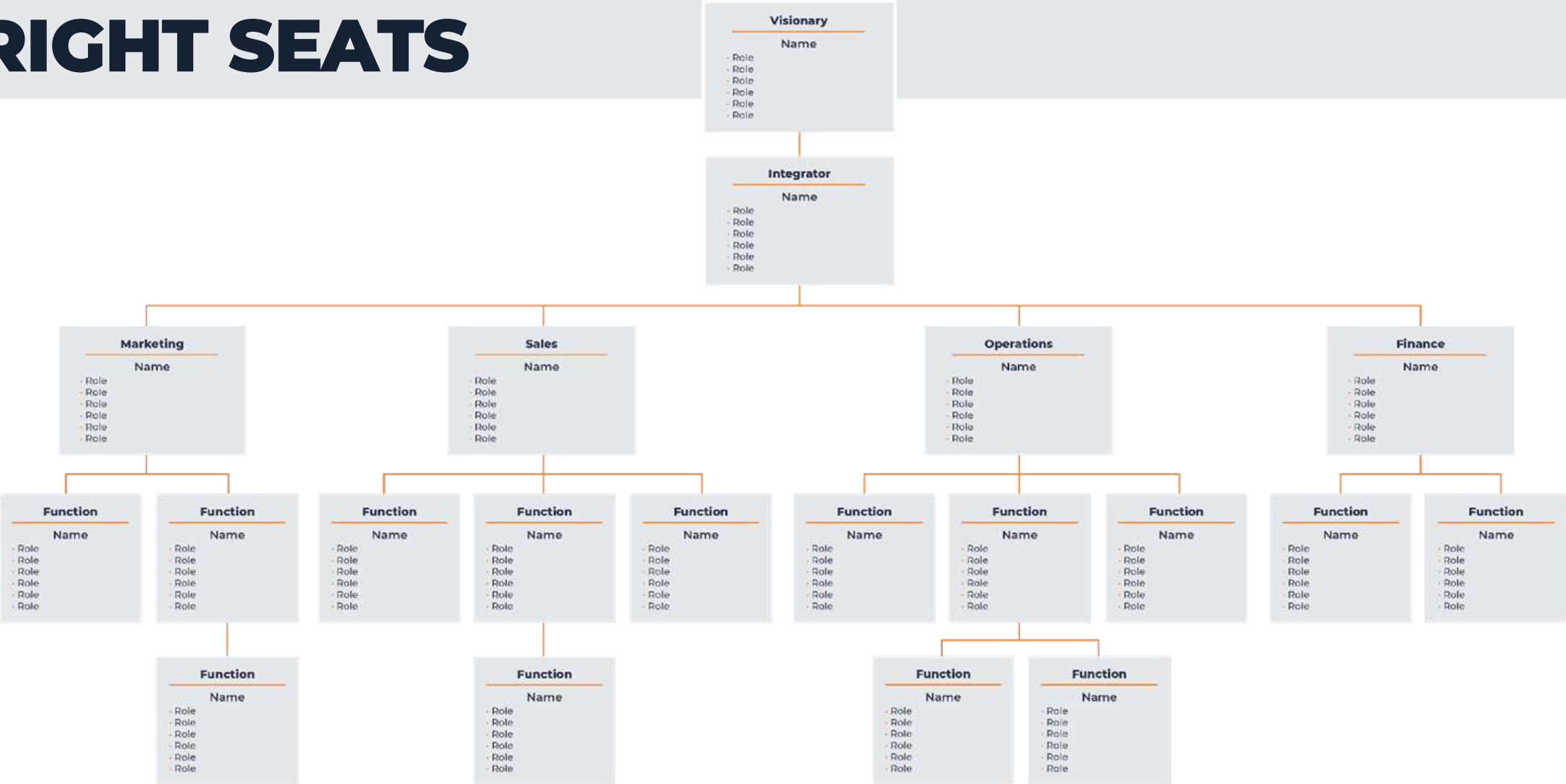
RIGHT SEATS

Function

Name

- Role
- Role
- Role
- Role
- Role

RIGHT SEATS

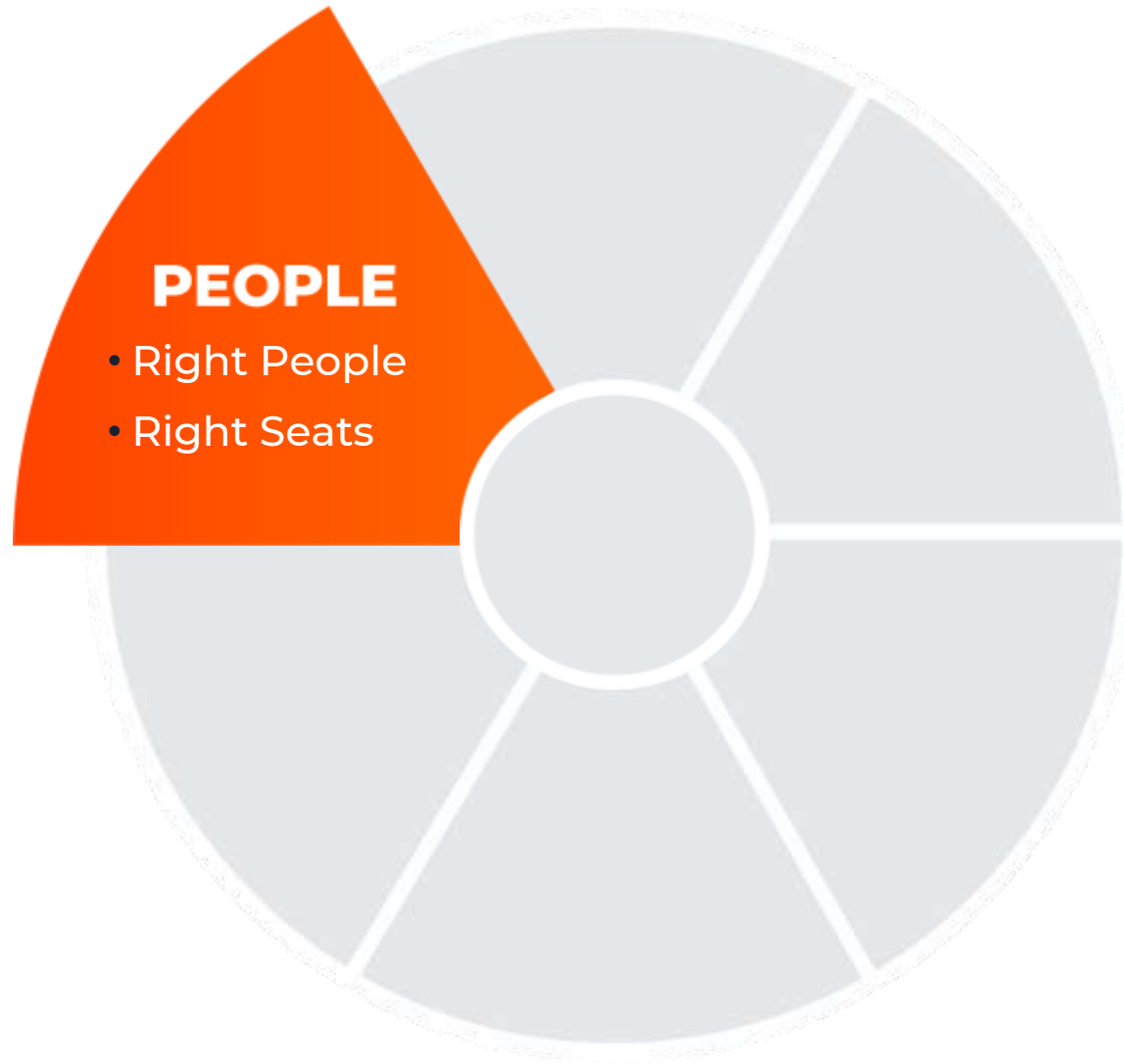


TWO KINDS OF PEOPLE ISSUES

- Right Person, Wrong Seat
- Wrong Person, Right Seat

THE EOS MODEL

100% Strong



THE EOS MODEL



GET
RESULTS

THE EOS MODEL





EOS FOUNDATIONAL TOOLS™

- **V/TO**
- **Accountability Chart**
- **Rocks**
- **Meeting Pulse**
- **Scorecard**



RESOURCES

- **EOSWorldwide.com**
 - Traction Library
 - Downloadable tools and videos
 - Base Camp
 - EOS Implementers

FINAL THOUGHTS

- Choose — and Use — a System
- Get What You Want

GET WHAT YOU WANT

“I’ve never felt so alive and in control. I own the vision for my future and the ability to share it with others and get them on board.

Here's the best part—I'm 41 years old!
I can only imagine what is possible.”

– **VISIONARY**, EOS Client in Minnesota

“Real. Simple. Results.”

#GetAGrip

Thank you!

Craig Wigginton, Professional EOS

craig.wigginton@EOSWorldwide.com

Implementer



GET A GRIP ON YOUR BUSINESS

Six Keys to Getting What You Want
from your Entrepreneurial Company

Craig Wigginton, Professional EOS
craig.wigginton@EOSWorldwide.com
Implementer