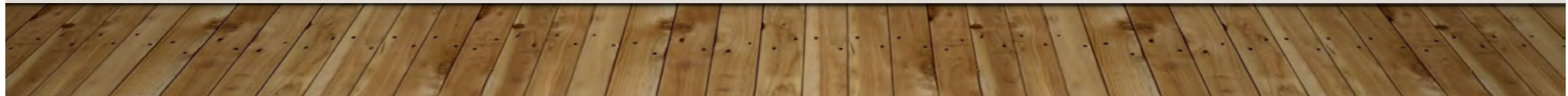




James R. Anderson III, PhD
University of Wisconsin – Extension
Farmer-to-Farmer, USAID

THE ENTREPRENEUR OPERATING SYSTEM (EOS™)

EOS WORKS IN ANY ENTREPRENEURIAL COMPANY –
ACROSS ALL INDUSTRIES AND BUSINESS MODELS.

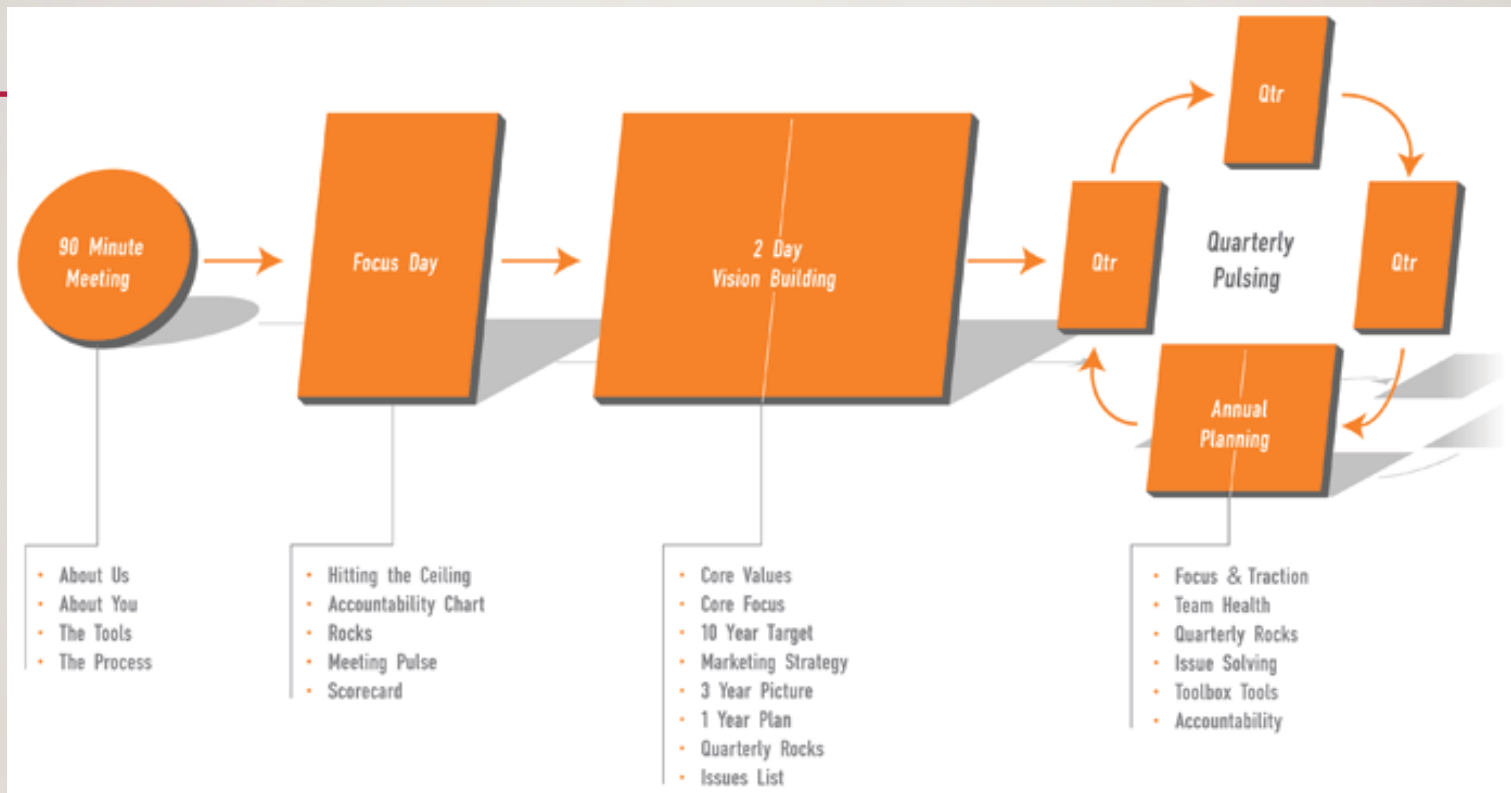


WHAT DOES EOS™ PROVIDE?

- **Vision** – Establish clarity around where the company is headed and how to get there.
- **Traction®** – Instill focus, discipline and accountability throughout the entire company so everyone executes on the vision every day – from owner to front line – even when there's just a team of one.
- **Healthy** – Help leaders become more cohesive, functional and healthy.



EOS™ PROCESS



HITTING THE CEILING

Companies face challenges of hitting the ceiling. Hitting the ceiling can happen as a company, a division, a department or an individual.

- **Simplifying** – if its complex for your team, how complex must it be for your prospects/customers?
- **Delegating** – delegate and elevate to your unique ability, get everybody doing what they do best.
- **Predicting** – both short and long term, so that you can correct errors when the consequences are small enough that they can't crush your business.
- **Systemize** – build your franchise way of scaling your business, so you can focus on the inevitable surprises which are in store for you.
- **Structuring** – get all the right people in all the right seats.



SIMPLIFYING

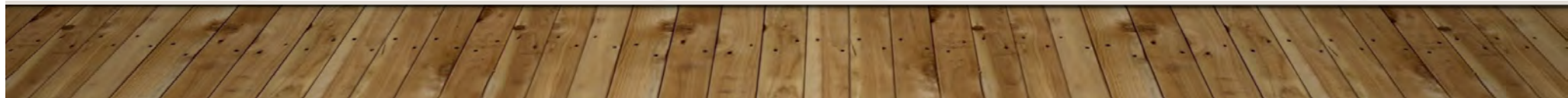
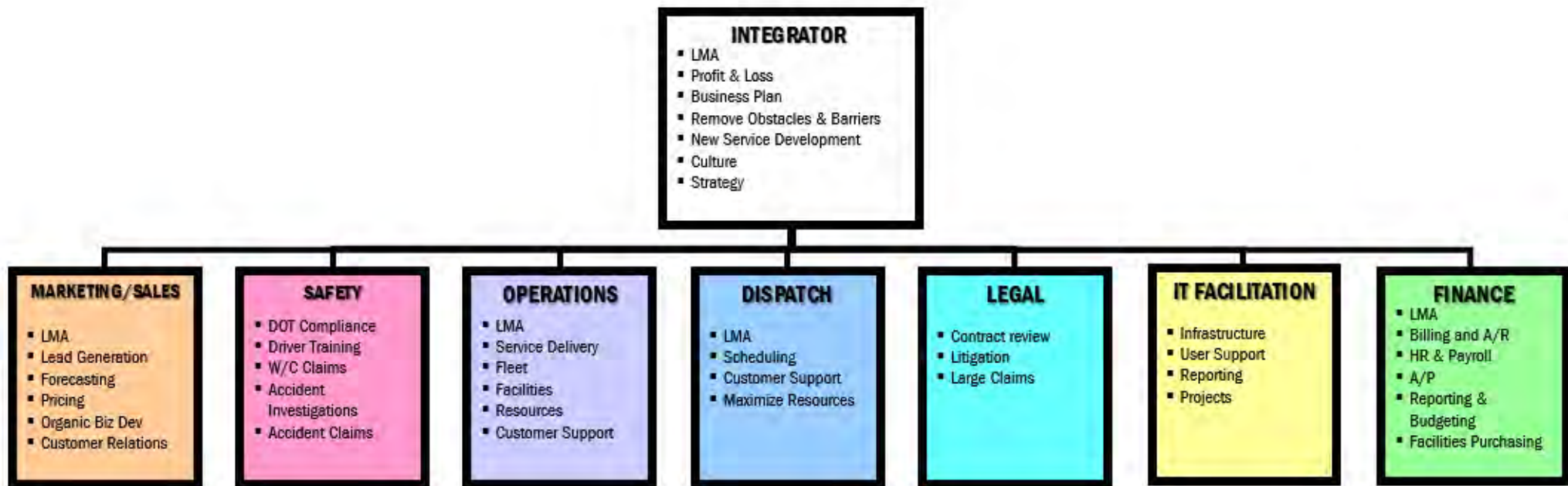
- In your vision or strategic plan - only what you care about most
- In your people - only those people essential to achieving your vision
- In your data, metrics or KPIs - only those critical numbers that give you an absolute pulse on your business
- In solving your issues - only addressing the underlying root causes, not the myriad of symptoms
- In your processes - only the essential procedural steps to produce the results you want in each of your core processes
- In execution or gaining traction - clarifying the few priorities for the quarter, and conducting team meetings with a specific frequency and precise agenda to complete those priorities

DELEGATING

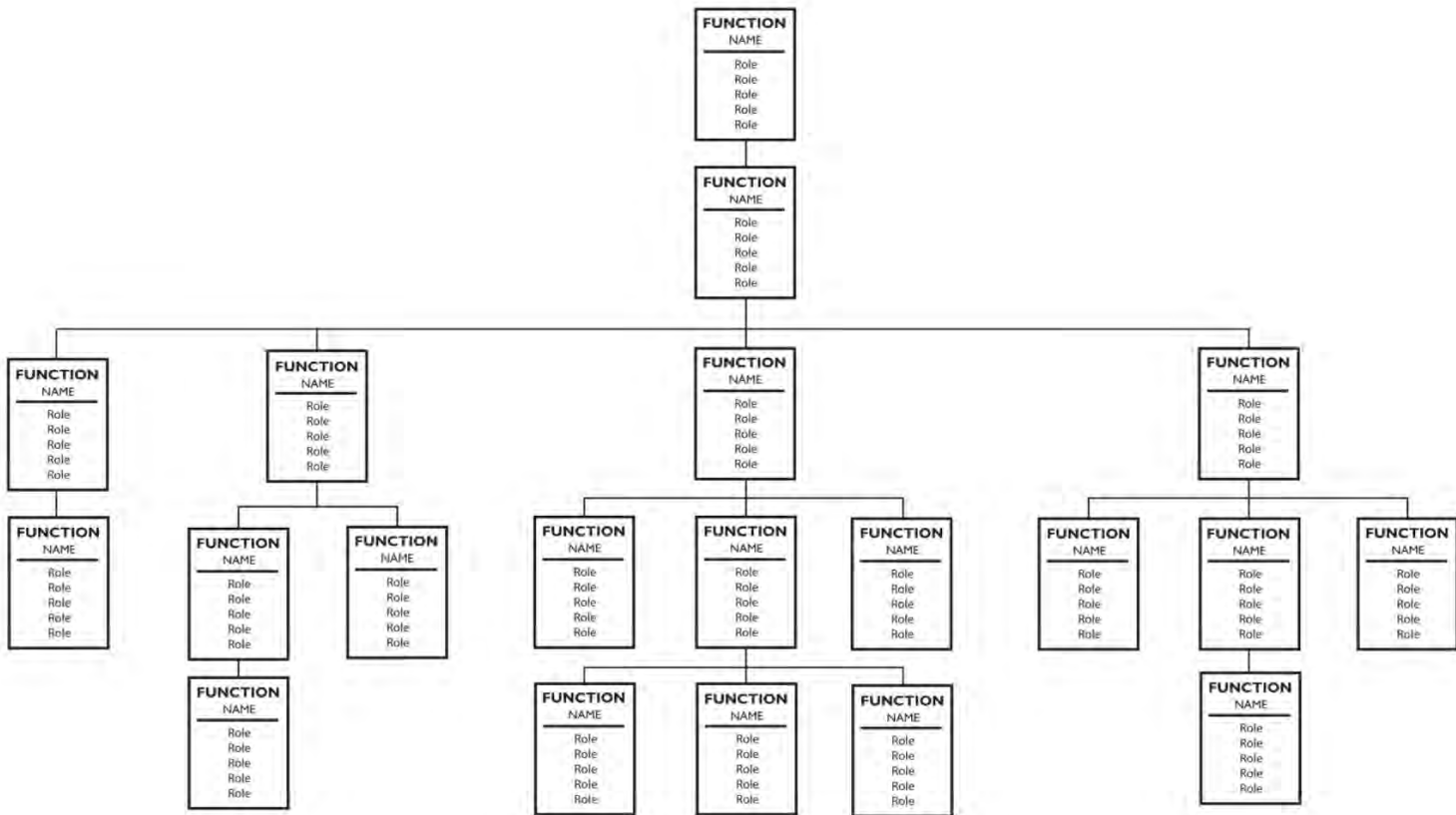
There are **two essential elements to effective delegating**.

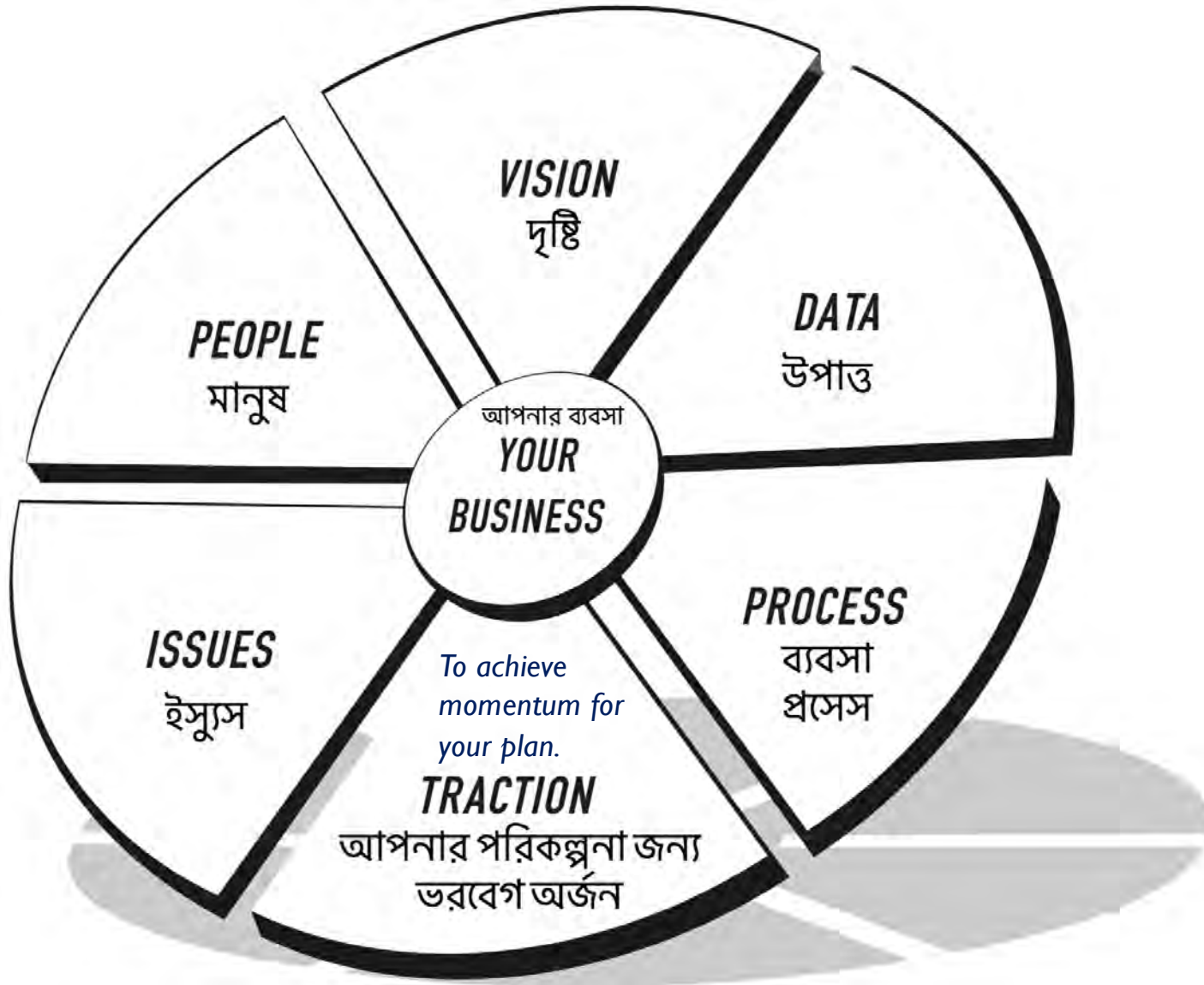
- The **first** is finding and hiring the right people who fit your company culture and fit their seats perfectly – having the passion and capacity to do what you need done well.
- The **second** is letting go – get out of their way and let them do what you've hired them to do.

ACCOUNTABILITY CHART

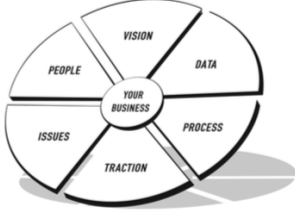


THE ACCOUNTABILITY CHART





THE EOS MODEL™



THE VISION/TRACTION ORGANIZER™

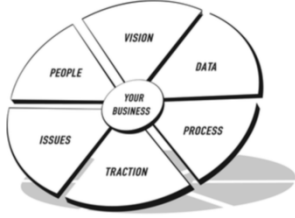
দৃষ্টি / ট্র্যাকিং অর্গানাইজার

ORGANIZATION NAME:
প্রতিষ্ঠানের নাম

VISION / ভবিষ্যতের জন্য কোম্পানির দৃষ্টি

| CORE VALUES মূল বিশ্বাস | | 3-YEAR PICTURE™ আপনার পণ্য বা পরিষেবা জন্য গ্যারান্টি | |
|-----------------------------------|--|--|--|
| | 1. 2. 3. 4. 5. | Future Date ভবিষ্যতের তারিখ : Revenue রাজস্ব : \$ Profit মুনাফা : \$ Measurables পরিমাপযোগ্য মানদণ্ড : <u>What does it look like তিন বছরের পরিকল্পনা?</u> • • • • • • • • • • • • • | |
| CORE FOCUS™ কোর ফোকাস | Purpose/Cause/Passion উদ্দেশ্য / কাজে / প্যাশন: Our Niche আমাদের অনন্য কুলগি: | | |
| 10-YEAR TARGET™ 10-বছর টার্গেট | | | |
| MARKETING STRATEGY বিপণন কৌশল | Target Market/"The List" টার্গেট বাজার, গ্রাহক বেস: Three Uniques আপনার ব্যবসা সম্পর্কে তিনটি অনন্য দিক: 1. 2. 3. Proven Process: আপনার ব্যবসা, পণ্য, বা পরিষেবা জন্য প্রমাণিত প্রক্রিয়া Guarantee আপনার পণ্য বা পরিষেবা জন্য গ্যারান্টি: | | |

THE EOS MODEL™



THE VISION/TRACTION ORGANIZER™

দৃষ্টি / ট্রাফিক অর্গানাইজার

ORGANIZATION NAME:
প্রতিষ্ঠানের নাম

TRACTION আপনার পরিকল্পনা জন্য ভরবেগ অর্জন

| 1-YEAR PLAN এক বছরের পরিকল্পনা | ROCKS / Strategic Priorities রক বা কৌশলগত অগ্রাধিকার | ISSUES LIST সমস্যা তালিকা | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Future Date তারিখ, এক বছরের আউট: Revenue ব্যবসা রাজস্ব : \$ Profit ব্যবসা লাভ : \$ Measurables পরিমাপযোগ্য দিক :</p> <p>Goals for the Year বছরের জন্য গোল :</p> <table border="1" data-bbox="268 841 772 1226"> <tr><td>1.</td></tr> <tr><td>2.</td></tr> <tr><td>3.</td></tr> <tr><td>4.</td></tr> <tr><td>5.</td></tr> <tr><td>6.</td></tr> <tr><td>7.</td></tr> </table> | 1. | 2. | 3. | 4. | 5. | 6. | 7. | <p>Future Date তারিখ: Revenue ব্যবসা রাজস্ব : \$ Profit ব্যবসা লাভ : \$ Measurables পরিমাপযোগ্য দিক :</p> <p>Rocks for the Quarter ব্যবসা চতুর্থাংশ জন্য রক বা কৌশলগত অগ্রাধিকার: Who / যারা দায়ী</p> <table border="1" data-bbox="798 860 1302 1242"> <tr><td>1.</td><td></td><td></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. | | | 2. | | | 3. | | | 4. | | | 5. | | | 6. | | | 7. | | | <table border="1" data-bbox="1327 625 1831 1177"> <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> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table> | 1. | | 2. | | 3. | | 4. | | 5. | | 6. | | 7. | | 8. | | 9. | | 10. | |
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THE MEETING PULSE

Increases traction, accountability, communication, team health, and results

- The moment of truth
- Routine, heartbeat, spike, cadence
- Right hand ... left hand
- Same day, same time, same agenda, starts on time and ends on time
- Keep the circles connected

THE MEETING PULSE

- **Annual** (2 days)
 - Company vision
 - 1-year plan
- **Quarterly** (1 day)
 - Review **Vision and Traction** Organizers and previous quarter's Rocks
 - Establish next quarter's Rocks
 - Resolve key issues
- **Weekly** (90 minutes)
 - Numbers and Rocks on track
 - Employee and customer satisfaction
 - Resolve issues

