



# GET A GRIP ON YOUR BUSINESS

Six Keys to Getting What You  
Want from your Company

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# WHEN IS THE **BEST TIME** TO PLANT A TREE?



# WHAT ARE YOUR TOP 3 GOALS FOR 2025?



**DO YOUR GOALS ALIGN  
WITH YOUR **VISION?****

An aerial photograph of a winding road through a dense forest. The road is light-colored and curves through the dark green trees. The quote is overlaid on a dark semi-transparent rectangle in the upper half of the image.

“IF YOU DON'T KNOW WHERE YOU ARE GOING,  
YOU MIGHT WIND UP SOMEPLACE ELSE.”

YOGI BERRA



# Agenda

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

A dramatic, low-angle shot of a forest after a storm. The trees are heavily damaged, with many trunks snapped and others bent into sharp, wind-swept curves. The ground is covered in a thick layer of fallen branches, logs, and debris. The sky is overcast and grey, with a strong sense of wind blowing through the scene. The overall mood is one of devastation and power.

**GET**  
**REAL**



# FRUSTRATIONS

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



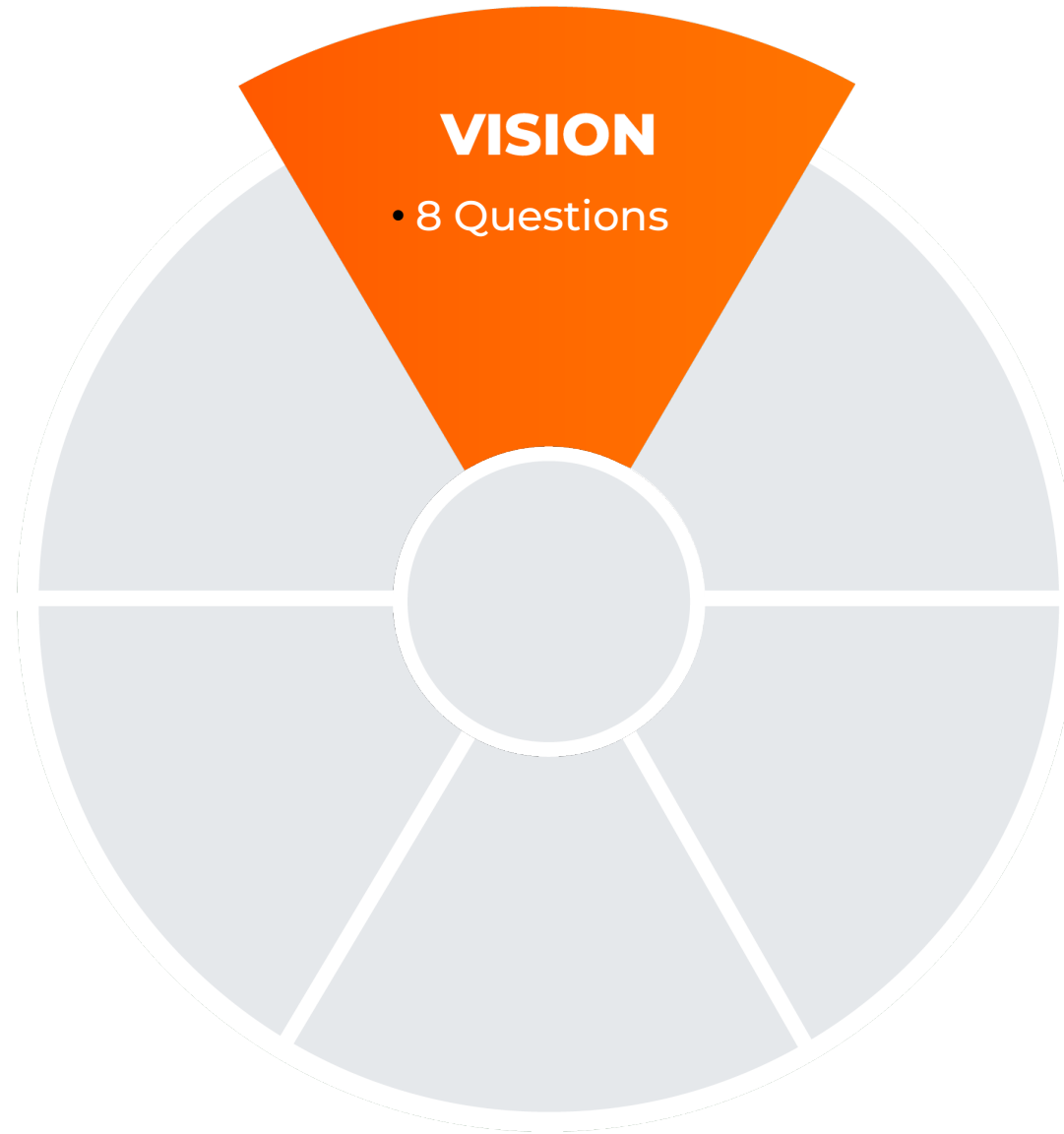


**KEEP IT**  
**SIMPLE**

**THE  
EOS  
MODEL<sup>®</sup>**



# THE EOS MODEL





# VISION

- **CORE VALUES**
- **CORE FOCUS**
- **10-YEAR TARGET**
- **3-YEAR PICTURE**

CORE VALUES	1. 2. 3.	3-YEAR PICTURE™
CORE VALUES	1. 2. 3. 4. 5.	
10-YEAR TARGET™ MARKETING STRATEGY	_____ _____ _____ Target Market/"The List":  Three Uniques™: 1. 2. 3. _____ _____ Guarantee:	• • • • • • • •

- Discover
- Define
- Live and Breathe

<b>CORE VALUES</b>	1. 2. 3. 4.	<b>3-YEAR PICTURE™</b>
<b>CORE FOCUS</b>	<b>Purpose/Cause/Passion:</b>  <b>Our Niche:</b>	
TARGET		
<b>MARKETING STRATEGY</b>	Target Market/"The List":  Three Uniques™: 1. 2. 3.  Proven Process:  Guarantee:	• • • • •

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™
<b>10-YEAR TARGET</b>	<hr/> <hr/>	
10-YEAR TARGET	<hr/> <hr/>	Future Date: Revenue:
MARKETING STRATEGY	Target Market/"The List": Three Uniques™: 1. 2. 3. Proven Process: Guarantee:	. . . . .

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

CORE	1. 2. 3.	3-YEAR PICTURE™
<b>MARKETING STRATEGY</b>	<b>Target Market/"The List":</b>  <b>3 Uniques:</b> 1. 2. <b>Proven Process:</b> 3.  <b>Guarantee:</b>	
MARKETING STRATEGY	Three Uniques™:   1. 2. 3.  Proven Process:  Guarantee:	







# TRACTION

- **1-YEAR PLAN**
- **ROCKS**
- **ISSUES**



1-YEAR PLAN	ROCKS	ISSUES LIST																
<p><b>Future date:</b></p> <p><b>Revenue:</b></p> <p><b>Profit:</b></p> <p><b>Measurables:</b></p> <p><b>Goals for the Year</b></p> <ol style="list-style-type: none"><li>_____</li><li>_____</li><li>_____</li><li>_____</li><li>_____</li><li>_____</li><li>_____</li></ol>	<p><b>Future date:</b></p> <p><b>Revenue:</b></p> <p><b>Profit:</b></p> <p><b>Measurables:</b></p> <table border="1"><thead><tr><th data-bbox="958 621 1457 664">Rocks for the Quarter</th><th data-bbox="1457 621 1574 664">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. _____	_____	<ol 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></ol> <p><b>Prioritize</b></p> <ul style="list-style-type: none"><li>• Identify</li><li>• Discuss</li><li>• Solve</li></ul>
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5. _____	_____																	
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7. _____	_____																	



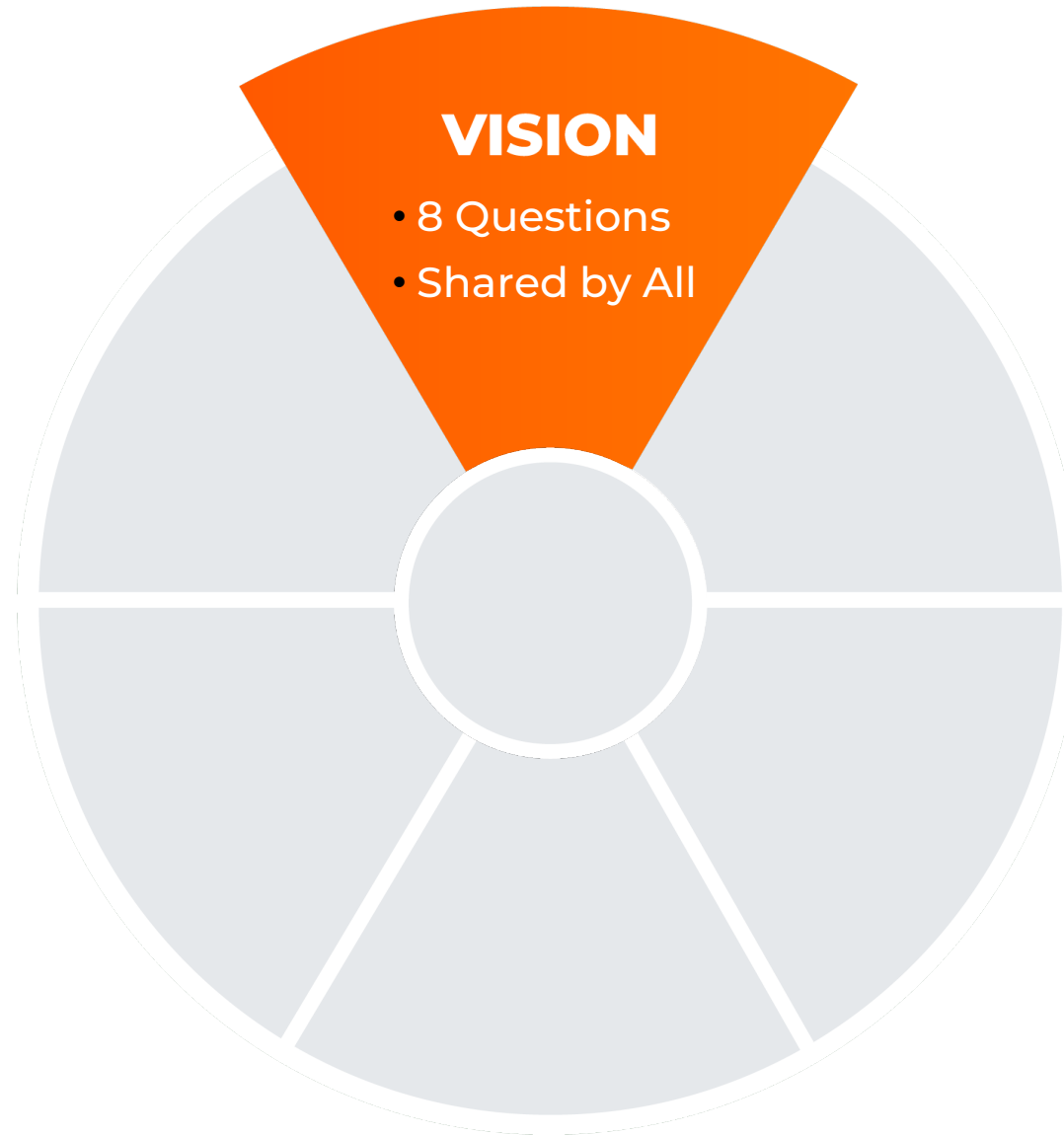
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7. _____	_____																	

# THE EOS MODEL

**100% Strong**





**PEOPLE ARE TYPICALLY  
THE LARGEST EXPENSE  
AND FRUSTRATION IN  
MOST BUSINESSES...**



ARE YOU HIRING THE  
RIGHT **PEOPLE** FOR  
YOUR TEAM?

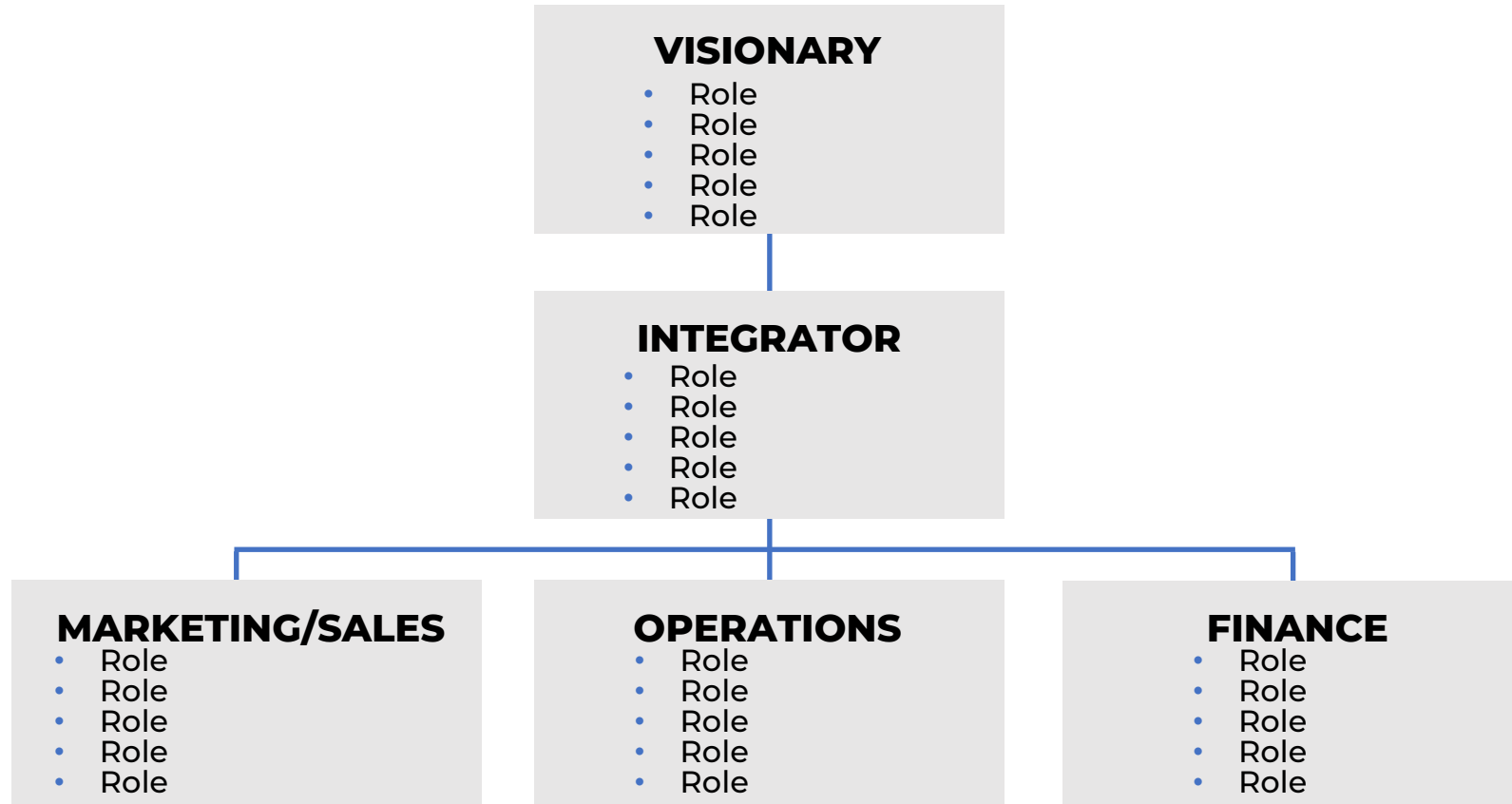




# PEOPLE

- **RIGHT PEOPLE**
- **CORE VALUES**
- **RIGHT SEATS**
- **GOOD AT THEIR JOB**

# ACCOUNTABILITY CHART™



# RIGHT SEATS

- Gets It
- Wants It
- Capacity to Do It

## Real Estate Broker

Name

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- Recruit top quality agents
- Leverage Technology
- Lead Generation/Marketing
- Time Management
- Continuous learning & adaption

# THE PEOPLE ANALYZER™

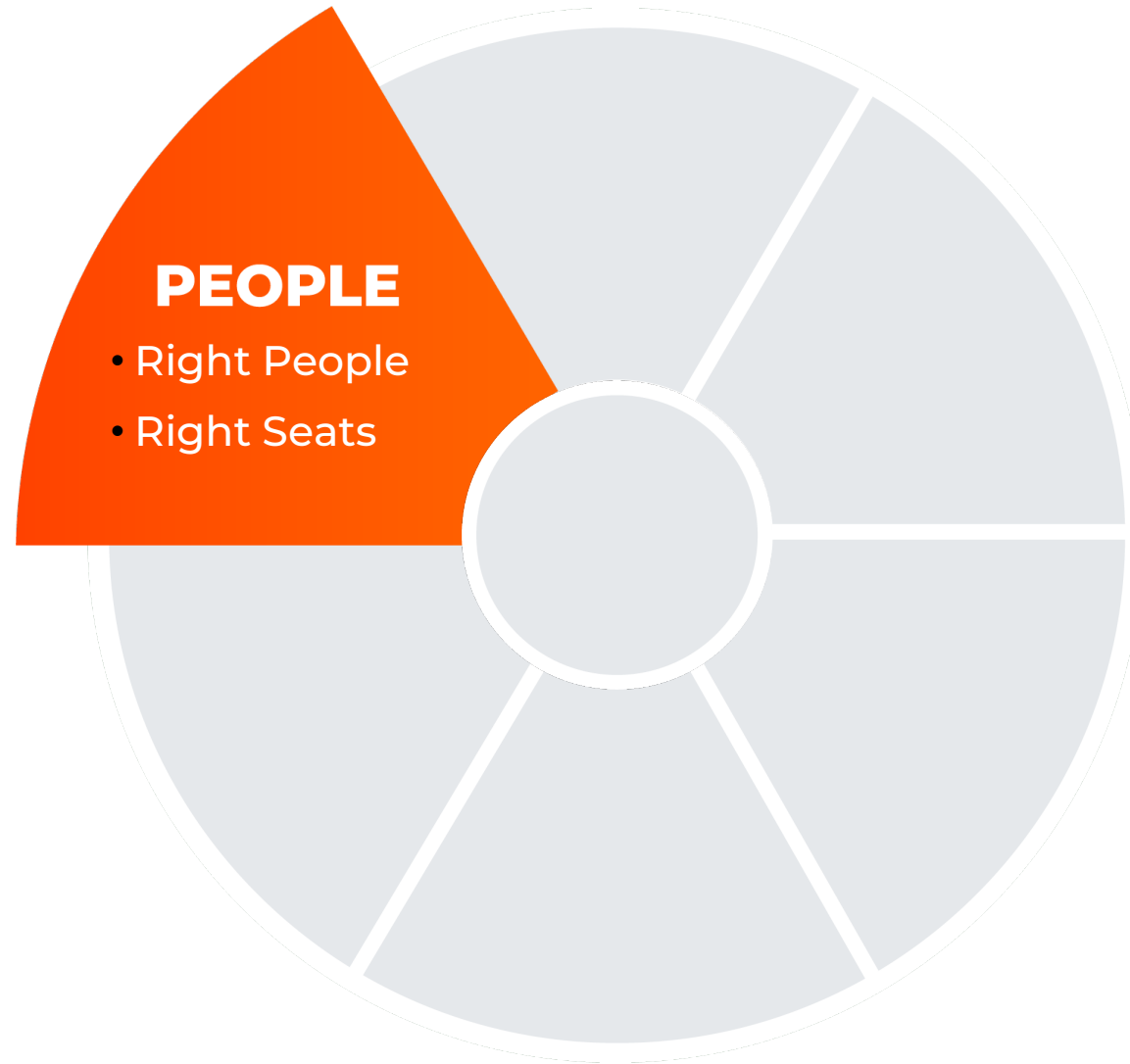
	<i>Humbly confident</i>	<i>Grow or Die</i>	<i>Help First</i>	<i>Do the right thing</i>	<i>Do what you say</i>	<i>GETS IT</i>	<i>WANTS IT</i>	<i>CAPACTIY</i>
<b>Maria Rodriguez</b>	+	+	+	+	+	Y	Y	Y
<b>John Smith</b>	-	+/-	-	-	+/-	Y	Y	N
<b>George Wilson</b>	+/-	+/-	+	+/-	+	N	Y	Y

## THE BAR

RATING: + +/- -	NUMBER OF + : _____	NUMBER OF +/- : _____	Y	Y	Y
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# THE EOS MODEL

**100% Strong**

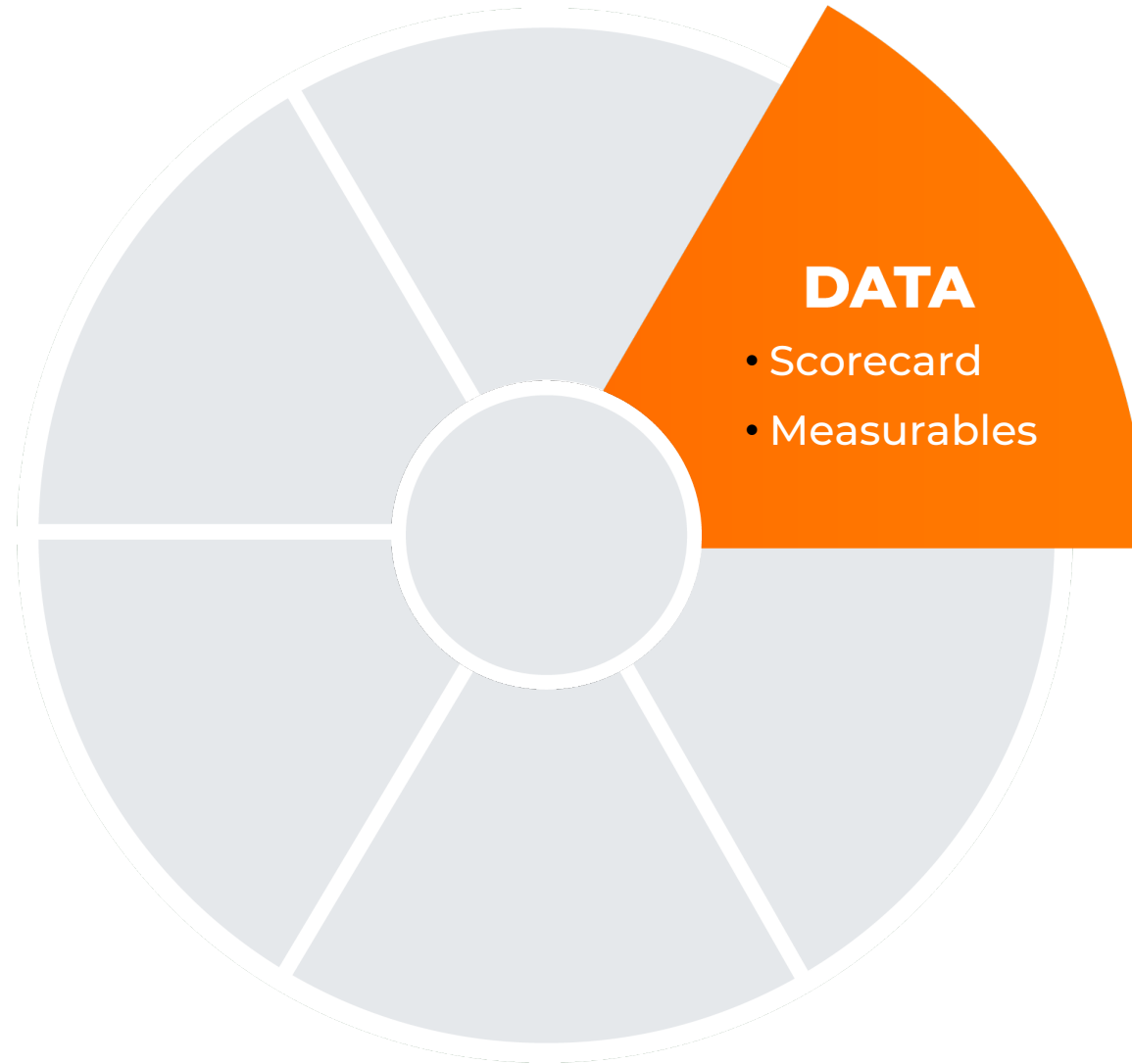


# COMPANY SCORECARD

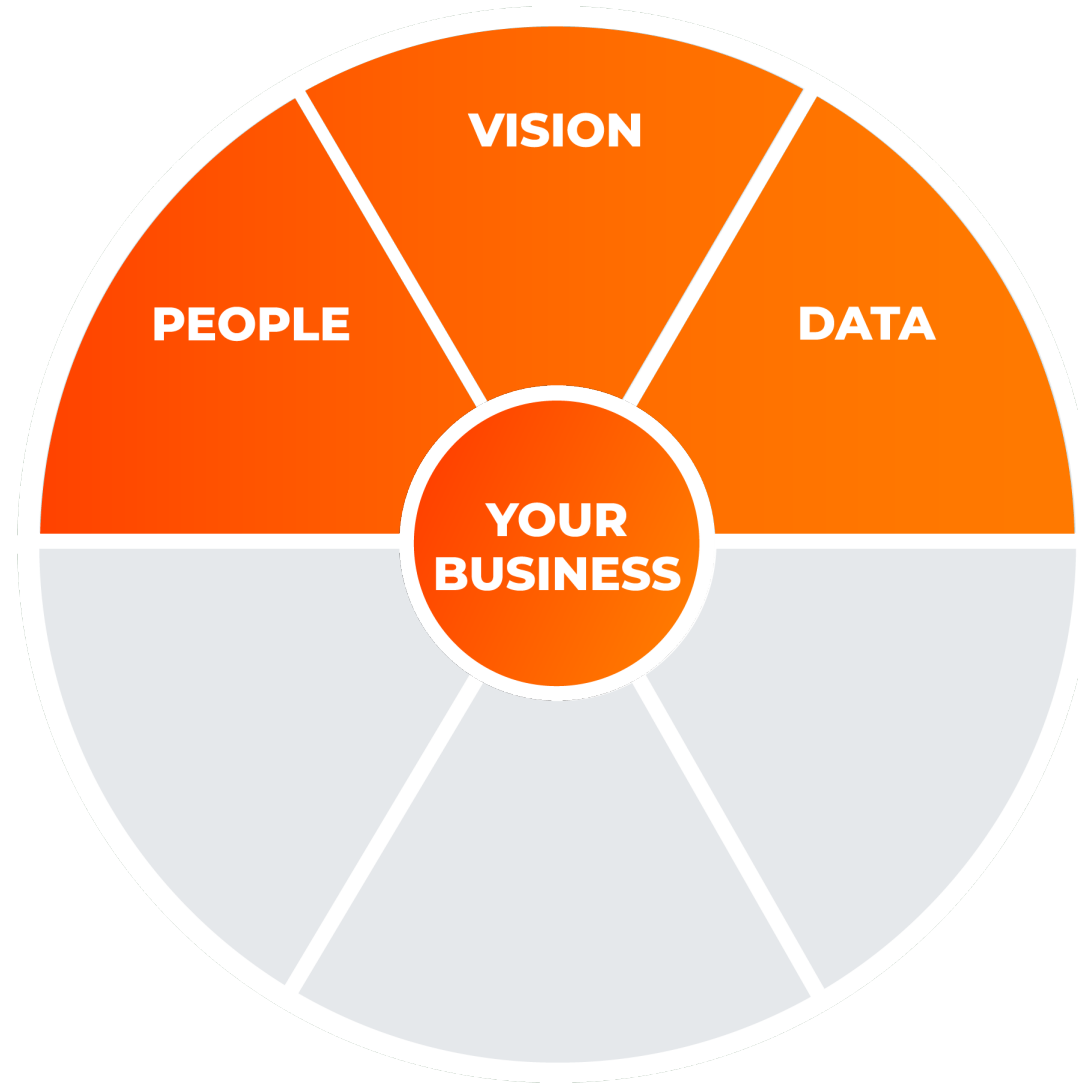
WHO	MEASURABLES	GOAL	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec
Anne	Weekly Revenue	>=\$284,500	\$292,000	\$285,238	\$281,200	\$280,934	\$288,678	\$288,200	\$285,321	\$280,282	\$295,291	\$300,281	\$286,200	\$278,290	\$283,498
Anne	Cash Balance	>=\$14,245	\$16,230	\$15,200	\$12,289	\$11,989	\$14,980	\$15,123	\$14,989	\$11,291	\$17,281	\$18,359	\$15,289	\$10,221	\$11,189
Robert	Sales Calls	50	54	55	61	59	32	48	51	72	61	54	50	52	54
Robert	Listing Meetings	10	10	10	10	8	10	10	12	11	15	10	9	8	8
Robert	Listings	5	5	5	6	5	6	5	6	4	5	8	6	5	5
Robert	Closed Listings	2	2	3	6	3	2	3	5	3	2	1	2	8	4
David	Listing > 2 weeks	<=40%	30%	32%	35%	35%	37%	39%	42%	45%	38%	38%	38%	36%	36%
Claire	5 Star Reviews	<90%	86%	84%	90%	92%	94%	70%	90%	100%	90%	73%	95%	90%	100%
David	Closing Errors	<=4	3	2	2	2	2	1	2	3	0	0	0	2	1
John	Agent Satisfaction	>75%	75%	76%	75%	75%	75%	75%	75%	82%	75%	75%	78%	75%	75%

# THE EOS MODEL

**100% Strong**



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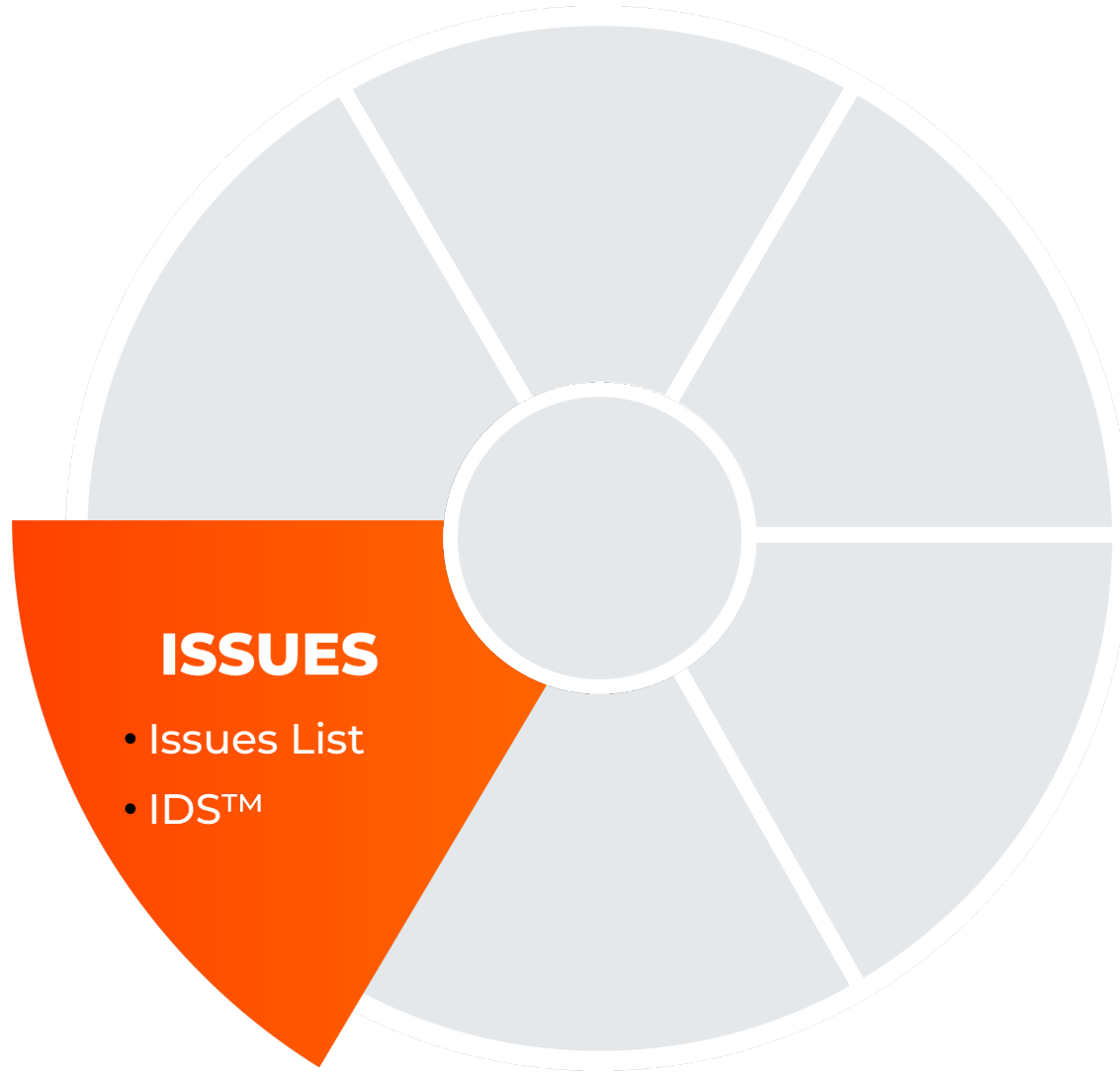






**DOES YOUR TEAM SOLVE  
ISSUES?**

# THE EOS MODEL



# ISSUES SOLVING TRACK

• Identify

• Discuss

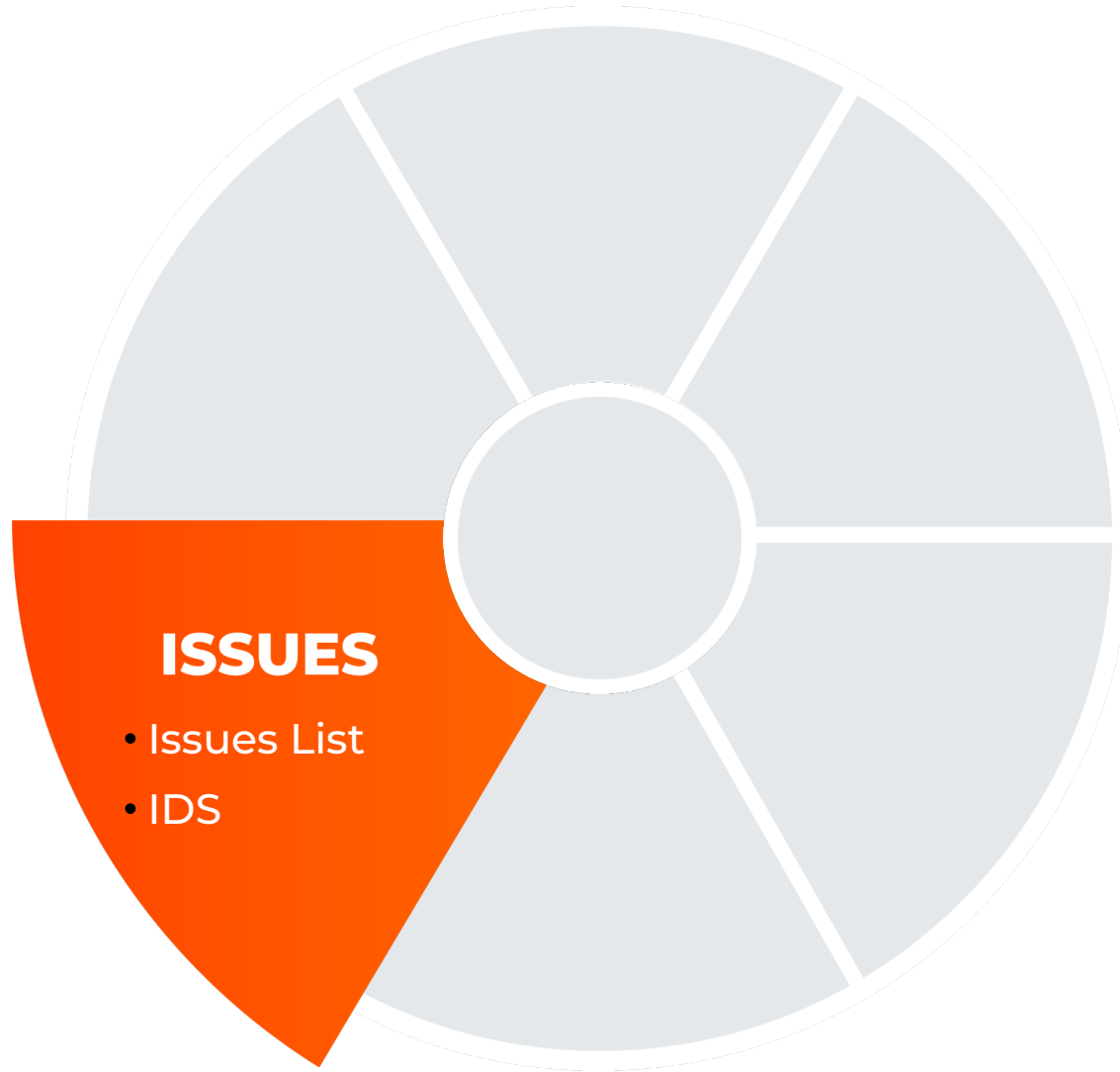
• Solve

## ISSUES LIST

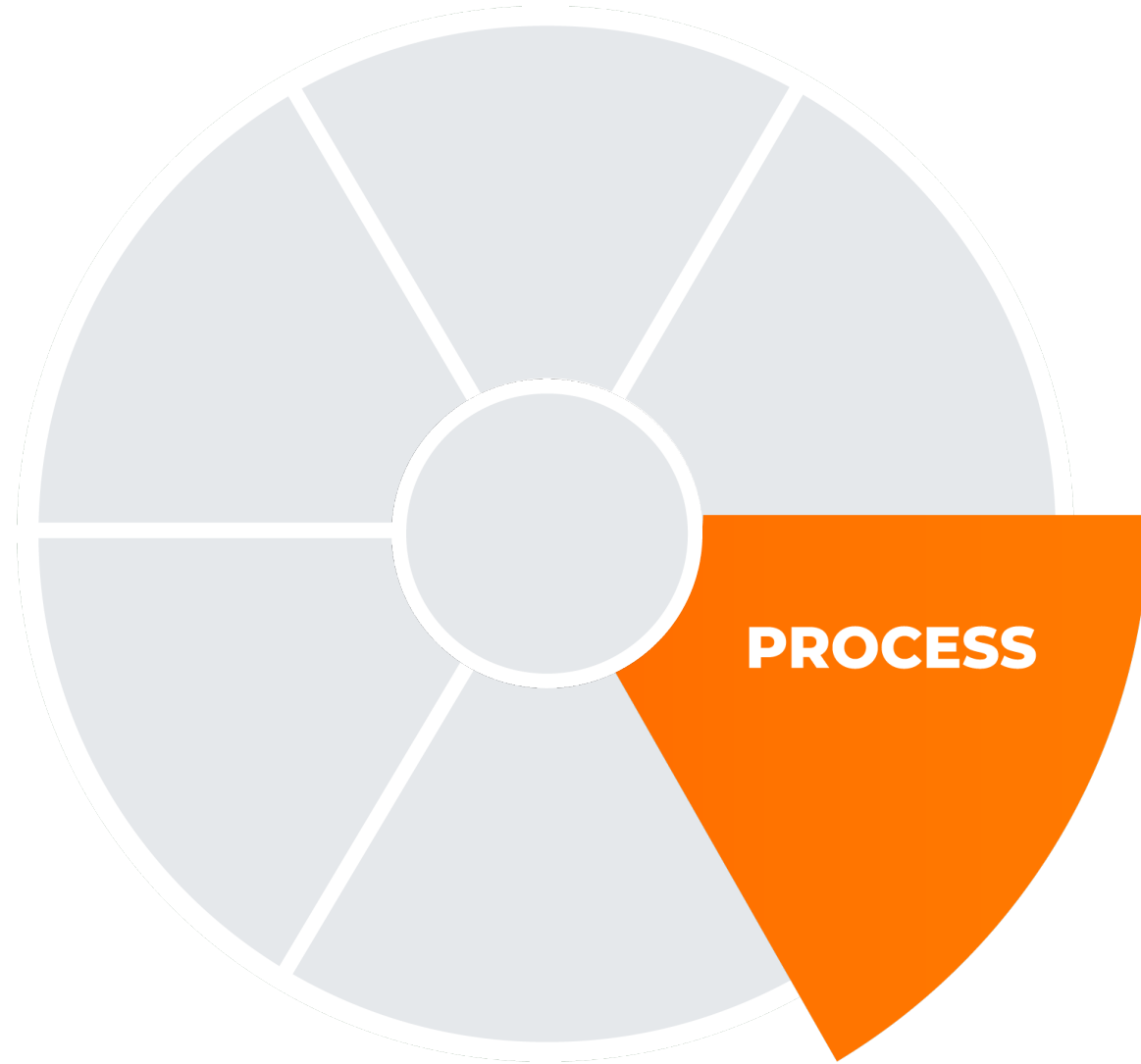
1. Website Rock off-track **2**
2. Darren U. Right Person
3. Andi S. Right Seat **1**
4. Sales off-track
5. Anodyne Merger **3**
6. Utilization off-track
7. Western US expansion
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# THE EOS MODEL

**100% Strong**



# THE EOS MODEL





# HANDFUL OF CORE PROCESSES

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- People
- Marketing
- Sales
- Contract to close
- Customer Service
- Accounting



# DOCUMENT AND SIMPLIFY

- **People**
  - ID Need
  - Define
  - Hiring
- **On-Boarding**
  - On-Boarding Training
  - LMA
  - Termin
- **Sales Process**
  - **New Lead** \_\_\_\_\_
  - **Initial Call/Qualify** \_\_\_\_\_
  - **Fit Meeting** \_\_\_\_\_
  - **Proposal** \_\_\_\_\_
  - **Win/Lose** \_\_\_\_\_

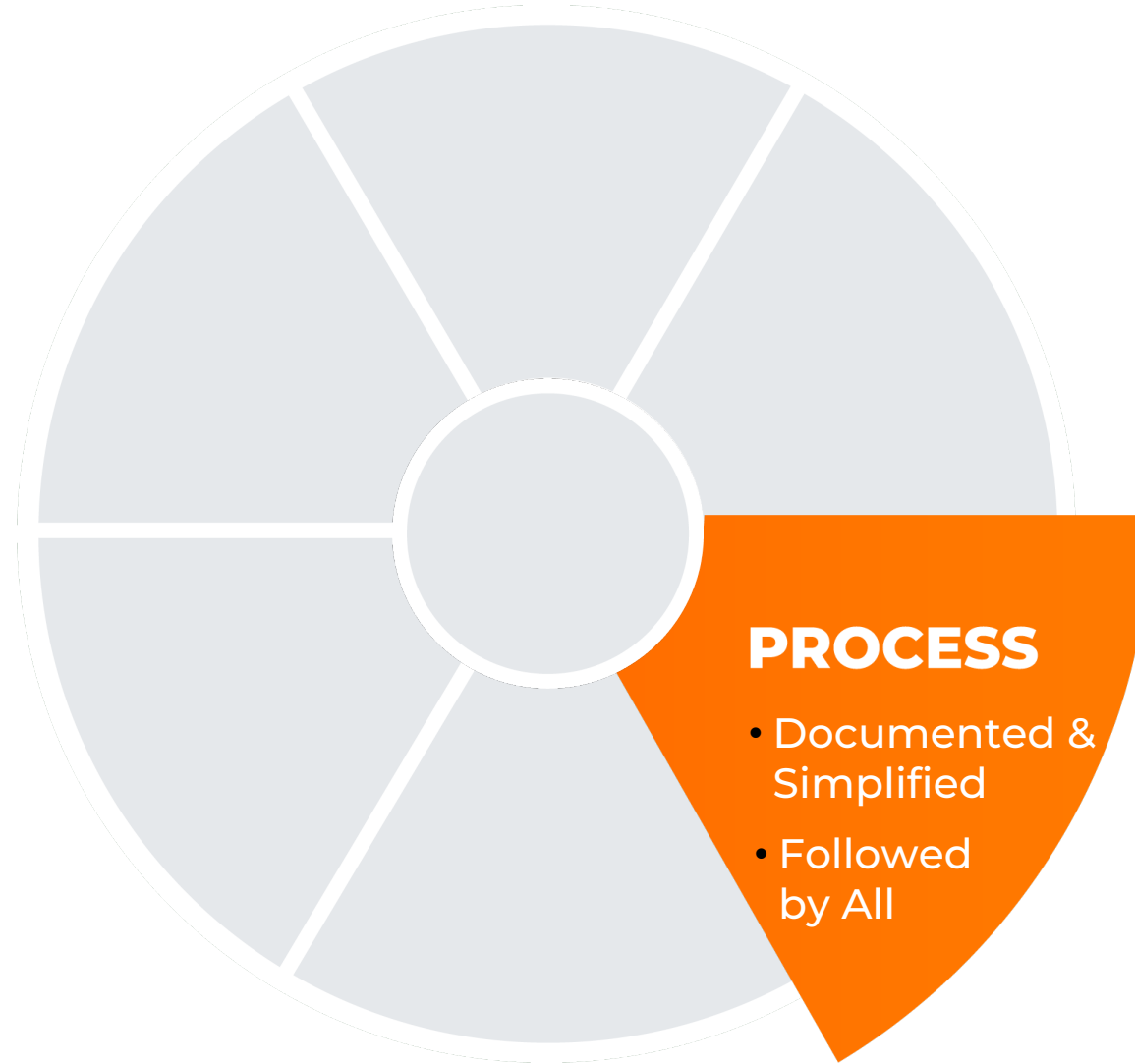
“Systemize the predictable  
so you can humanize  
the exceptional.”

– **ISADORE SHARP**, *founder of Four Seasons Hotels*

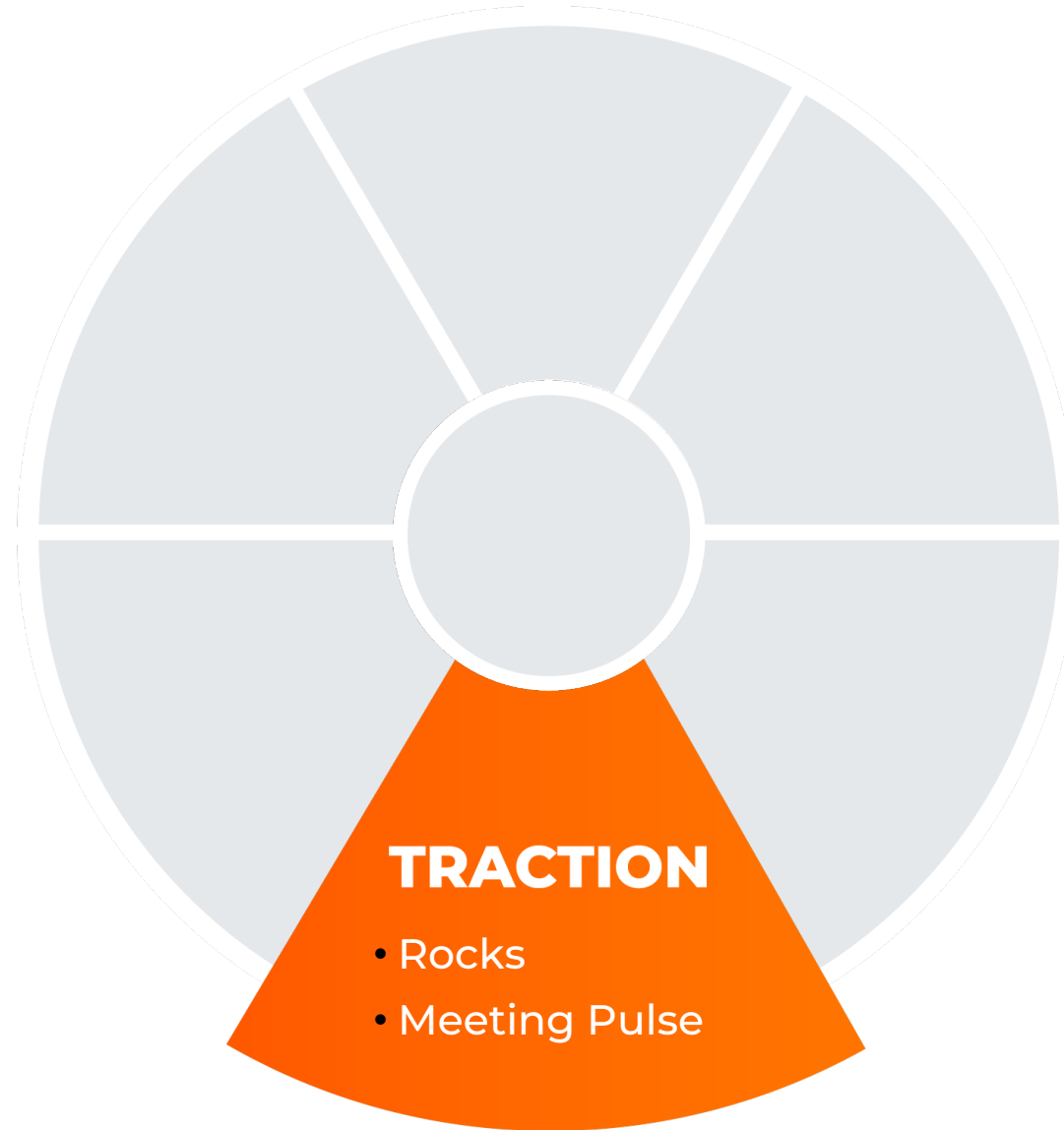


# THE EOS MODEL

**100% Strong**



# THE EOS MODEL



# LEVEL 10 MEETING™

Same Day      Same Time

- Good News 5 Minutes
- Scorecard 5 Minutes
- Rock Review **Reporting Only** 5 Minutes
- Customer & Employee Headlines 5 Minutes

- To Do List 5 Minutes

*Placeholder text for To Do List*

- Issues List/IDS 60 Minutes

*Placeholder text for Issues List/IDS*

*Placeholder text for Issues List/IDS*

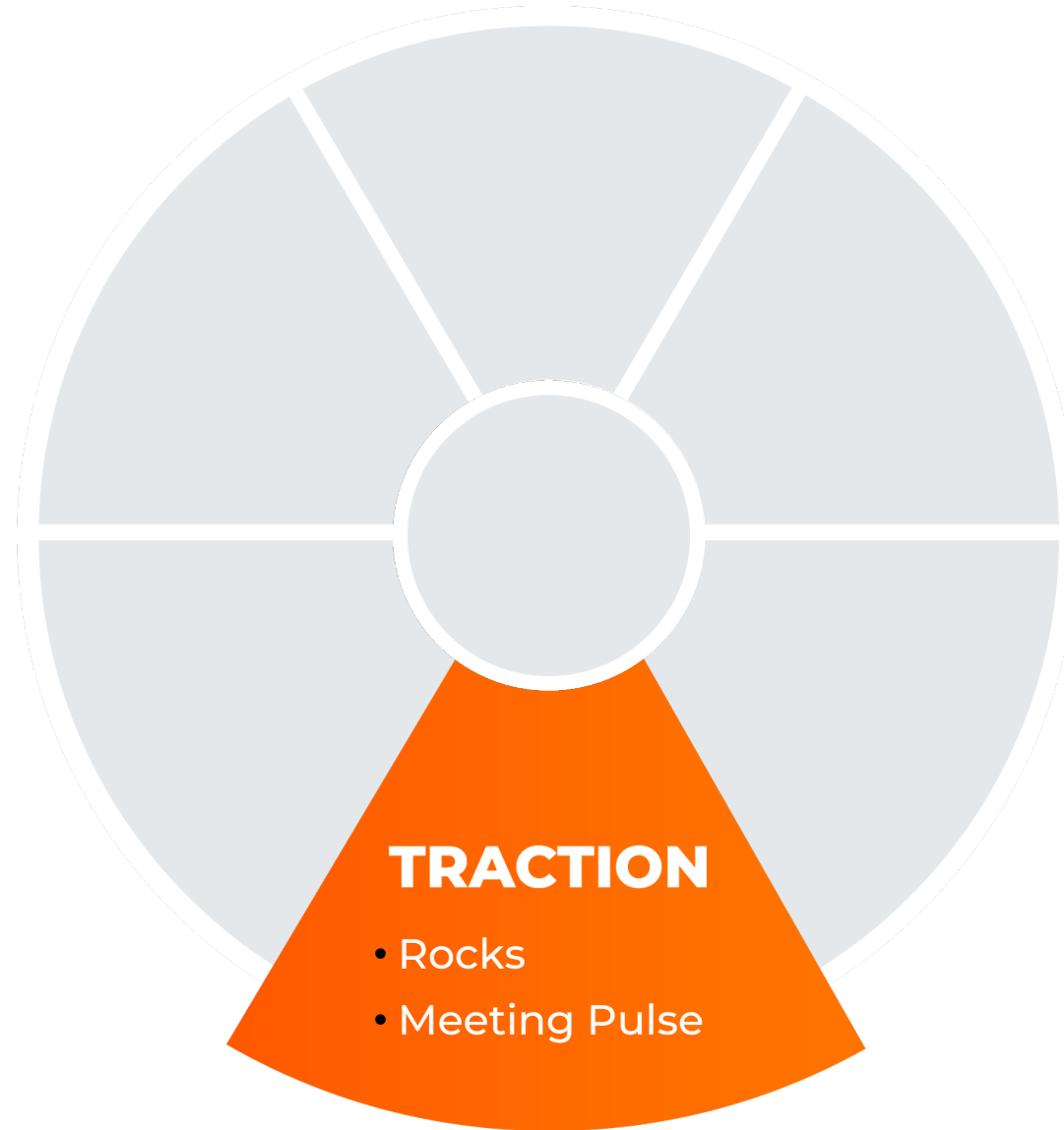
- Conclude 5 Minutes

“Vision without traction  
is hallucination.”

**–GINO WICKMAN**

# THE EOS MODEL

**100% Strong**



A photograph of a forest path with large trees and ferns. The path is made of dirt and pine needles, leading through a dense forest of tall, thick-trunked trees. The ground is covered with vibrant green ferns and other forest floor vegetation. Sunlight filters through the canopy, creating dappled light on the path.

**GET**  
**RESULTS**

---

A photograph of a forest path covered in fallen leaves, with a semi-transparent text box overlaid in the center. The text box contains a quote in orange and white text, and the author's name in white text.

“THE LONG-TERM KEY TO SUCCESS  
IS EXECUTION. EACH DAY. EVERY DAY.”

DICK KOVACEVICH

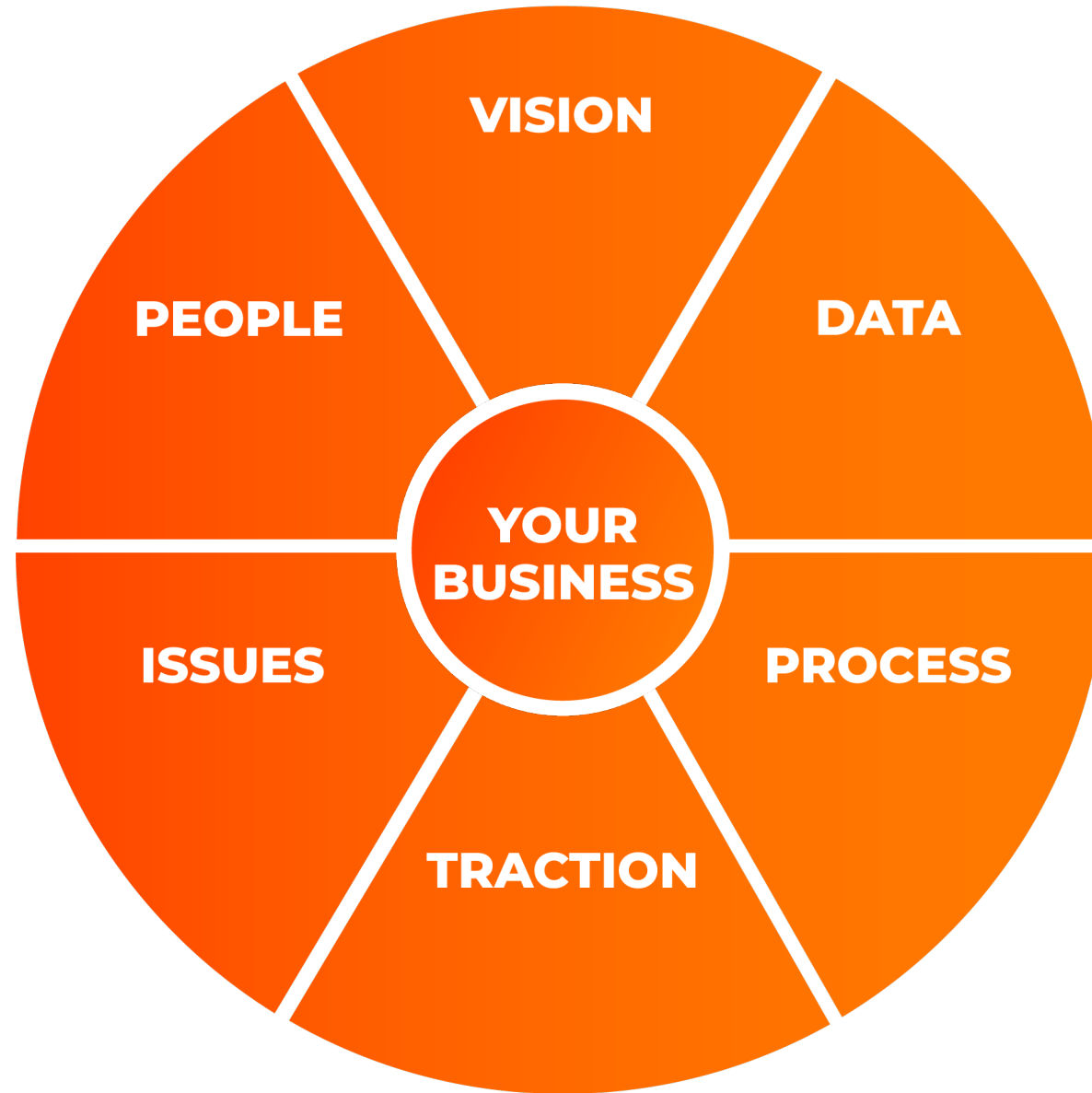


# TRACTION

- EACH QUARTER BUILDING ON THE PREVIOUS
- EACH YEAR BUILDING ON THE PREVIOUS
- TO ACHIEVE YOUR **VISION**



# THE EOS MODEL



**SIX KEY COMPONENTS**

# EOS FOUNDATIONAL TOOLS™

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🔗 V/TO

🔗 Accountability Chart

🔗 Rocks

🔗 Meeting Pulse

🔗 Scorecard

# RESOURCES >

[EOSWorldwide.com](http://EOSWorldwide.com)

- Traction Library
- Downloadable tools and videos
- Base Camp
- EOS Implementers



# Final Thoughts

# PLANT YOUR

- KNOW WHERE YOU ARE GOING
- ALIGN YOUR PLAN TO YOUR VISION

• LESS IS MORE **TREE!**



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Six Keys to Getting What You  
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