**THE EOS MODEL™**

THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME:**

**VISION**

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| **CORE VALUES** |  | **3-YEAR PICTURE™** |
| **Future Date**: **Revenue**: **Profit**:**GPM**:**Number and Quality of People:****Added Resources:****Office Environment and Size:****Operational Efficiencies:** **Product Mix:** **Customer Mix:**  |
| **CORE FOCUS™** | **Purpose/Cause/Passion (Vision)**: **Our Niche (Mission):** |
| **10-YEAR TARGET™** |  |
| **MARKETING****STRATEGY** | **Target Market/“The List”:** **Three Uniques:****Proven Process:** **Guarantee:**  |
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**THE EOS MODEL™**

THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME:**

**TRACTION**

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| **1-YEAR PLAN** | **ROCKS** | **ISSUES LIST** |
| **Future Date:** **Revenue:** **Profitability:** **GPM:** **Measurables:** **Goals for the Year:**

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