**THE EOS MODEL™**

THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME: M&J Client**

**VISION**

|  |  |  |
| --- | --- | --- |
| **CORE VALUES** | 1. Core Value #1
2. Core Value #2
3. Core Value #3
 | **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”:** **Three Uniques:****Proven Process:** **Guarantee:** |

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**TRACTION**

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

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With your cursor in the last row, press Tab to add another row. | **Future Date:** **Revenue:** **Profit:** **Measurables:** **Rocks for the Quarter: Who**

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