

# Staffing Hub



# Thank You to Our Sponsors

## Charter & Partner



## Alliance



## Other Sponsors

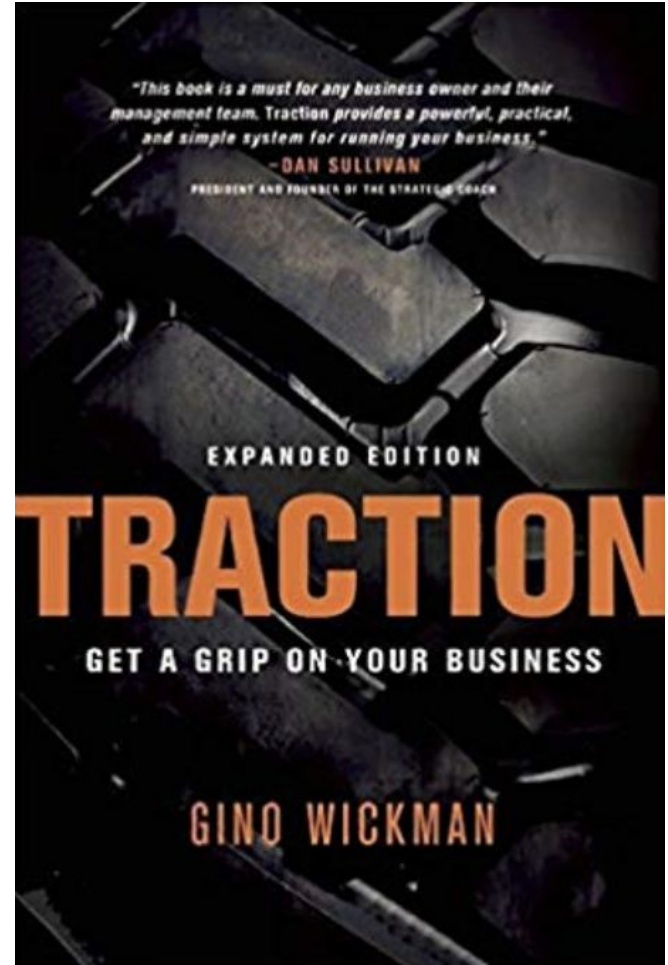


# Developing Your Action Plan (Traction EOS)

Sejal Shah  
CEO @ TotalMed

Why plan?

*Traction: Get a Grip  
on Your Business*  
by Gino Wickman



# THE EOS MODEL™



AIM FOR 100%  
UTOPIA

GOAL IS 80%+  
ATTAINABLE

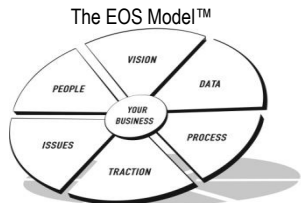


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## VISION

<b>CORE VALUES</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<b>3-YEAR PICTURE™</b>
<b>CORE FOCUS™</b>	Purpose/Cause/Passion:  Our Niche:	Future Date: Revenue: \$ Profit: \$ Measurables: <u>What does it look like?</u> <ul 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> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<b>10-YEAR TARGET™</b>		
<b>MARKETING STRATEGY</b>	Target Market™ The List™:  Three Uniques: <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> Proven Process:  Guarantee:	



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

CORE VALUES	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>
10 YEAR TARGET™	<p>_____</p> <p>_____</p>
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>Three Uniques:   1.                           2.                           3.</p> <p>Proven Process:</p> <p>Guarantee:</p>

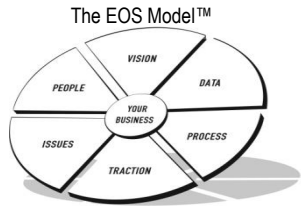
**CORE VALUES**

3-7 Timeless principles that define your culture

It's who you are as people

It's the behavior we expect from one another





# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

CORE VALUES	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>
10 YEAR TARGET™	<p>_____</p> <p>_____</p>
MARKETING STRATEGY	<p>Target Market/“The List”:</p> <p>Three Uniques:   1.                           2.                           3.</p> <p>Proven Process:</p> <p>Guarantee:</p>

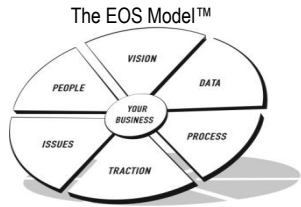
### CORE FOCUS

**This is our mission.  
What we must stay  
absolutely focused  
on.**

**We’re best in the  
world at this**

**It defines why we  
are here and exactly  
what we do**

**The “Why” and The  
“What”**



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

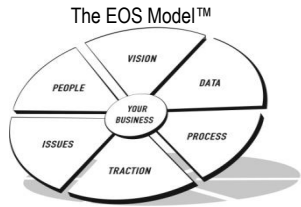
CORE VALUES	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>
10 YEAR TARGET™	<p>_____</p> <p>_____</p>
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>Three Uniques: <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol></p> <p>Proven Process:</p> <p>Guarantee:</p>

**10-YEAR TARGET**

**BIG, WONDERFUL,  
ENERGIZING GOAL**

**5 TO 30 YEARS**

**The Mountain we  
intend to climb**



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## VISION

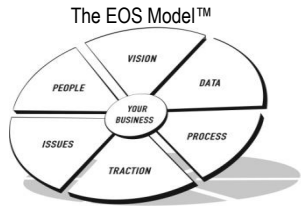
CORE VALUES	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>
10 YEAR TARGET™	<p>_____</p> <p>_____</p>
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>Three Uniques: <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol></p> <p>Proven Process:</p> <p>Guarantee:</p>

## MARKETING STRATEGY

How we plan to get there

Defines our ideal customers- our target market

Defines what we need to say to them

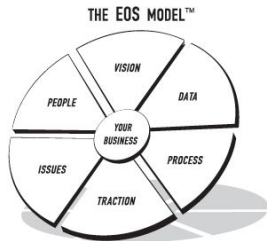


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

CORE VALUES	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b><u>3-YEAR PICTURE</u></b></p> <p><b>What will it look and feel like at ORI 3 short years from now?</b></p>	3 YEAR PICTURE
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>		Future Date:
10 YEAR TARGET™	<p>_____</p> <p>_____</p>		Revenue:
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>Three Uniques:   1.                           2.                           3.</p> <p>Proven Process:</p> <p>Guarantee:</p>		What Does It Look Like?

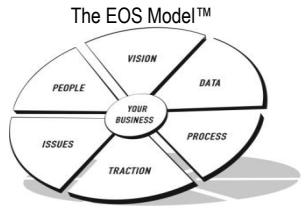


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																										
<p>Future date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><b>Goals for the Year</b></p> <table border="1" data-bbox="318 598 712 904"> <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> </table>	1.		2.		3.		4.		5.		6.		7.		<p>Future date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><b>Rocks for the Quarter</b></p> <table border="1" data-bbox="772 598 1166 904"> <thead> <tr> <th></th> <th></th> <th>Who</th> </tr> </thead> <tbody> <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> </tbody> </table>			Who	1.			2.			3.			4.			5.			6.			7.			<table border="1" data-bbox="1219 434 1613 882"> <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> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </tbody> </table> <p><b>Prioritize</b></p> <ul style="list-style-type: none"> <li>• Identify</li> <li>• Discuss</li> <li>• Solve</li> </ul>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
1.																																																												
2.																																																												
3.																																																												
4.																																																												
5.																																																												
6.																																																												
7.																																																												
		Who																																																										
1.																																																												
2.																																																												
3.																																																												
4.																																																												
5.																																																												
6.																																																												
7.																																																												
1.																																																												
2.																																																												
3.																																																												
4.																																																												
5.																																																												
6.																																																												
7.																																																												
8.																																																												
9.																																																												
10.																																																												



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## TRACTION

### 1 YEAR PLAN

Future date:

Revenue:

Goals for the Year

1.	
2.	
3.	
4.	
5.	
6.	
7.	

### ROCKS

## 1-YEAR PLAN

**BRINGING IT DOWN  
TO THE GROUND**

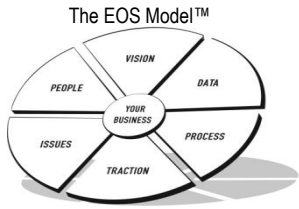
**WHAT MUST GET  
DONE**

**3 – 7 LEAD DOMINOS  
– ACHIEVE MORE**

7.

### ISSUES LIST

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



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## TRACTION

### 1 YEAR PLAN

Future date:

Revenue:

Goals for the Year

1.	
2.	
3.	
4.	
5.	
6.	
7.	

### ROCKS

Future date:

Revenue:

Profit:

Rocks for the Quarter

Who

1.		
2.		
3.		
4.		
5.		
6.		
7.		

### ISSUES LIST

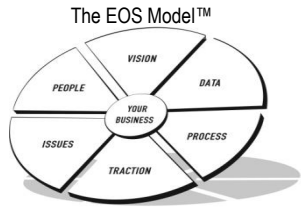
## ROCKS

**WHAT MUST GET  
DONE IN 90 DAYS**

**3 – 7 LEAD DOMINOS  
– LASER FOCUS**

**90-DAY WORLD  
(HUMAN LIMITS)**

**MAINTAINS FOCUS**



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

## TRACTION

### 1 YEAR PLAN

Future date:

Revenue:

Goals for the Year

### ROCKS

## ISSUES LIST

**OBSTACLES,  
BARRIERS**

**Opportunities**

**OPEN, HONEST**

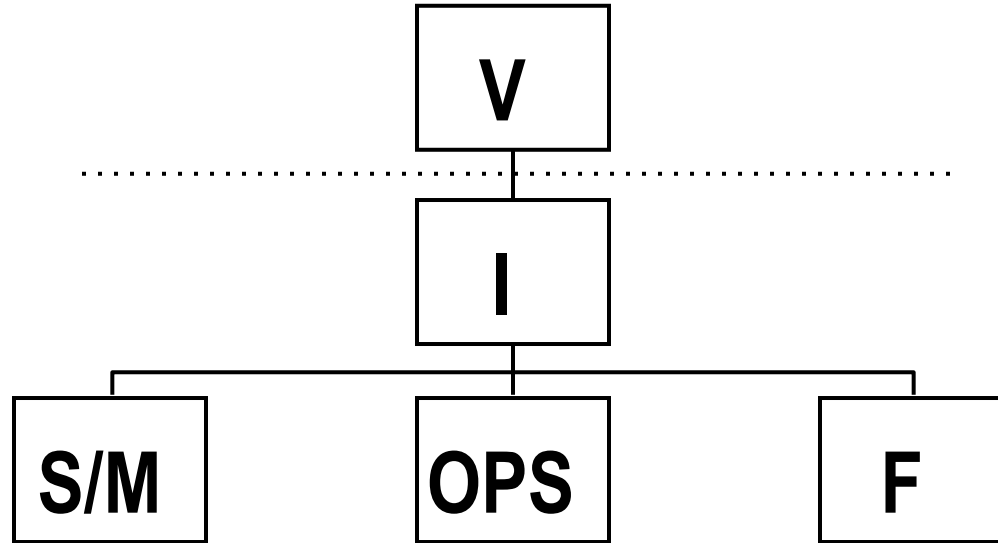
### ISSUES LIST

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

7.



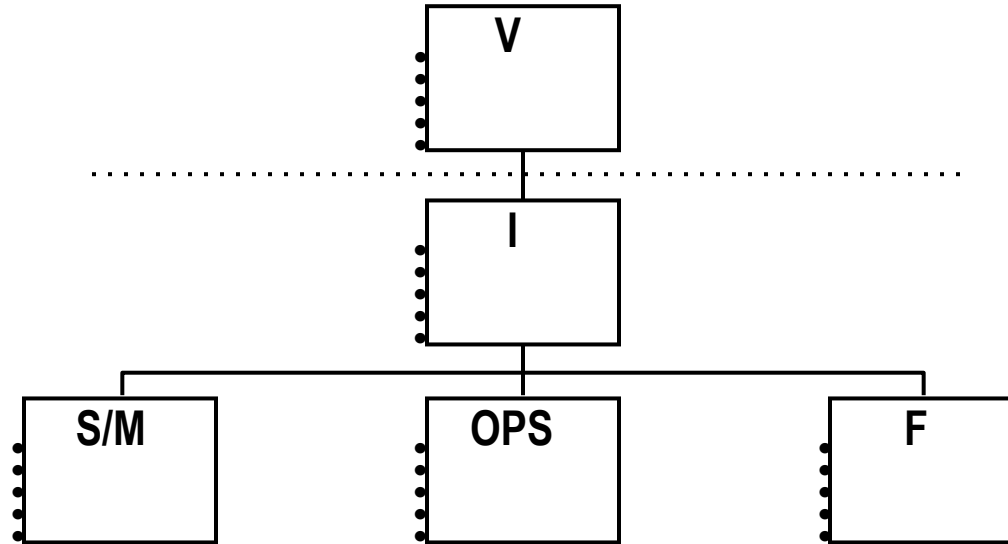
# THE ACCOUNTABILITY CHART™



**TEXTBOOK LEADERSHIP TEAM STRUCTURE**

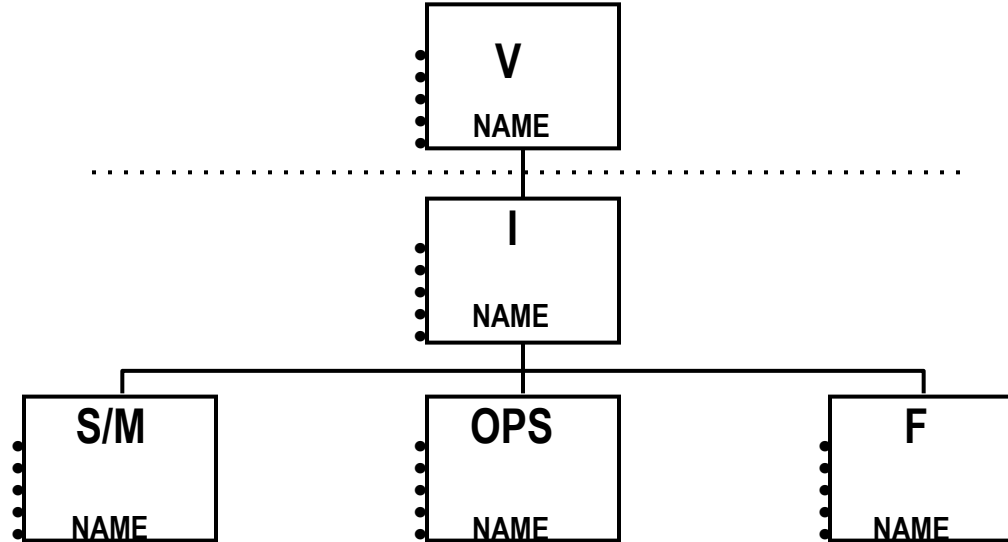
**STEP 1 – DEFINING THE RIGHT STRUCTURE / SEATS**  
**WHAT ARE THE MAJOR FUNCTIONS OF YOUR BUSINESS?**

# THE ACCOUNTABILITY CHART™



**STEP 2 – CLARIFY ROLES / RESPONSIBILITIES  
FOR EVERY SEAT**

# THE ACCOUNTABILITY CHART™



**BUILD TEAMS FOR EACH MAJOR FUNCTION**  
**STEP 3 – D & E THE RIGHT PERSON INTO EACH SEAT**  
**BASED UPON CORE VALUES ALIGNMENT & UNIQUE ABILITY**



# THE LEVEL 10 MEETING™

## Agenda:

<b>Segue</b>	<b>5 Minutes</b>
<b>Scorecard</b>	<b>5 Minutes</b>
<b>Rock review</b>	<b>5 Minutes</b>
<b>Customer/employee headlines</b>	<b>5 Minutes</b>
<b>To-Do List</b>	<b>5 Minutes</b>

*Placeholder text for the To-Do List recap section.*

**Recap To-Do List**  
**Cascading messages**  
**Rating (1-10)**

**60 Minutes**

**IDS**

*Placeholder text for the IDS section.*

**Conclude**

**5 Minutes**

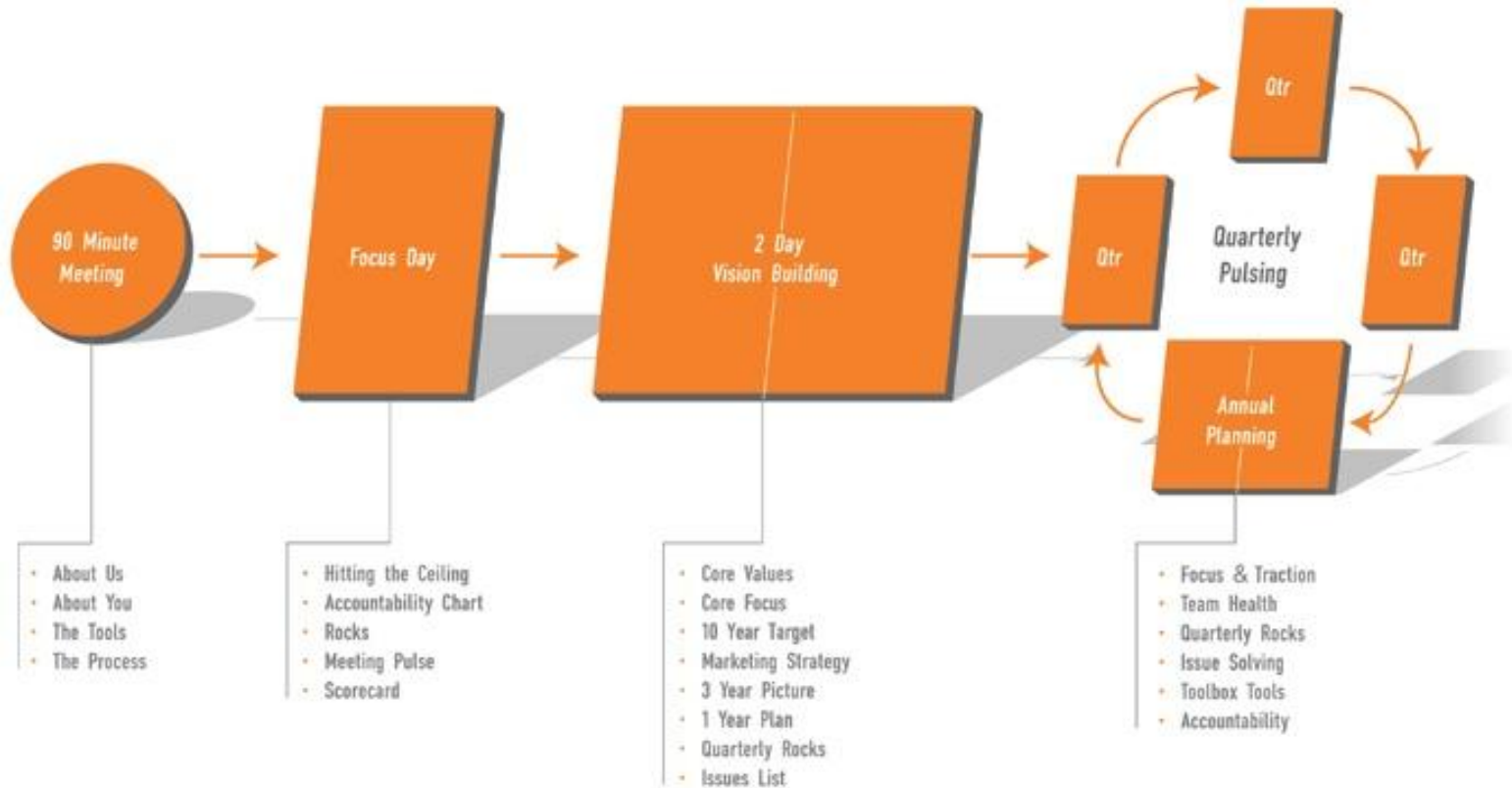
# THE EOS MODEL™



AIM FOR 100%  
UTOPIA

GOAL IS 80%+  
ATTAINABLE

# THE PROCESS



# Thank You

EOS Consultant

John McMahon

Certified EOS Implementer

TractionLeadership, LLC

E: [john@tractionleadership.com](mailto:john@tractionleadership.com)

C: (630) 306-6016

<https://www.thetractiongroup.com/>