

# RETURN STRONGER



RESPOND → PLAN → RETURN STRONGER



**TRACTION POINT**

## Compelling Vision - Getting People to Join Your Cause

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PRESENTED BY

Chris Spear – Founder, CEO



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# MEN WANTED

for hazardous journey, small wages,  
bitter cold, long months of complete  
darkness, constant danger, safe re-  
turn doubtful, honor and recognition  
in case of success.

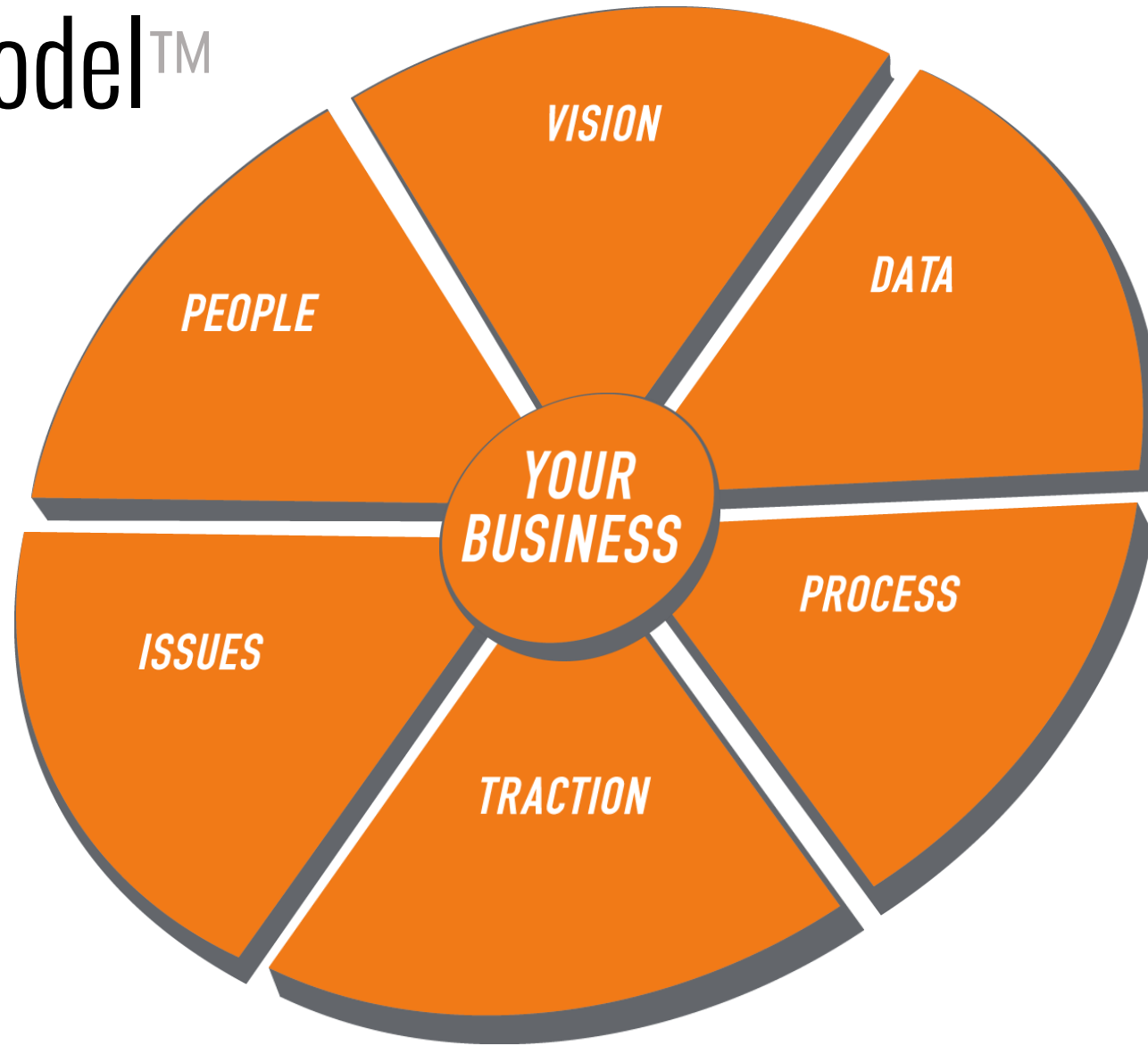
Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men of  
pleasing personality, between  
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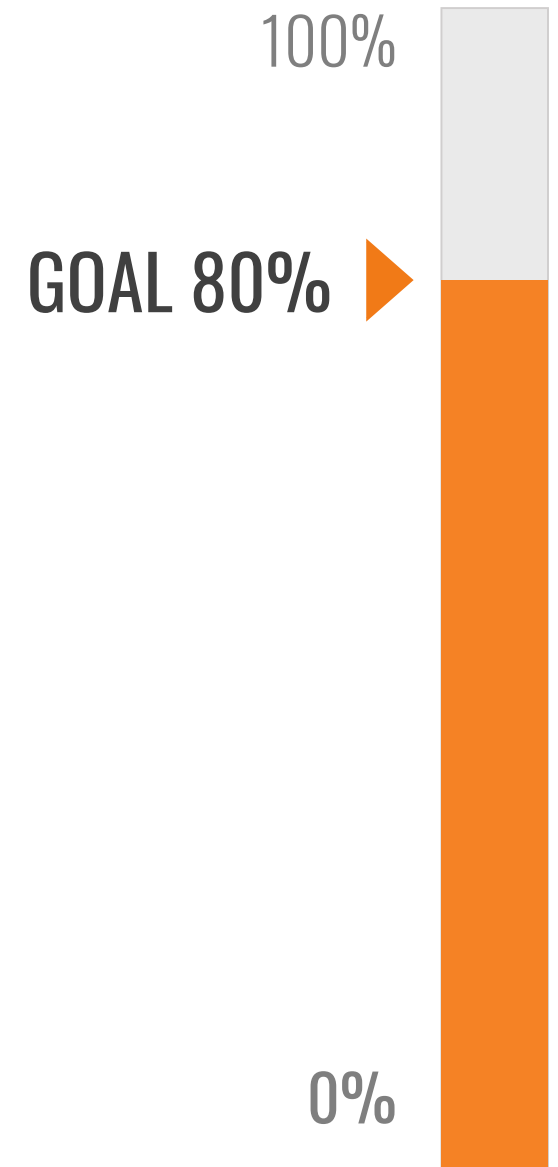
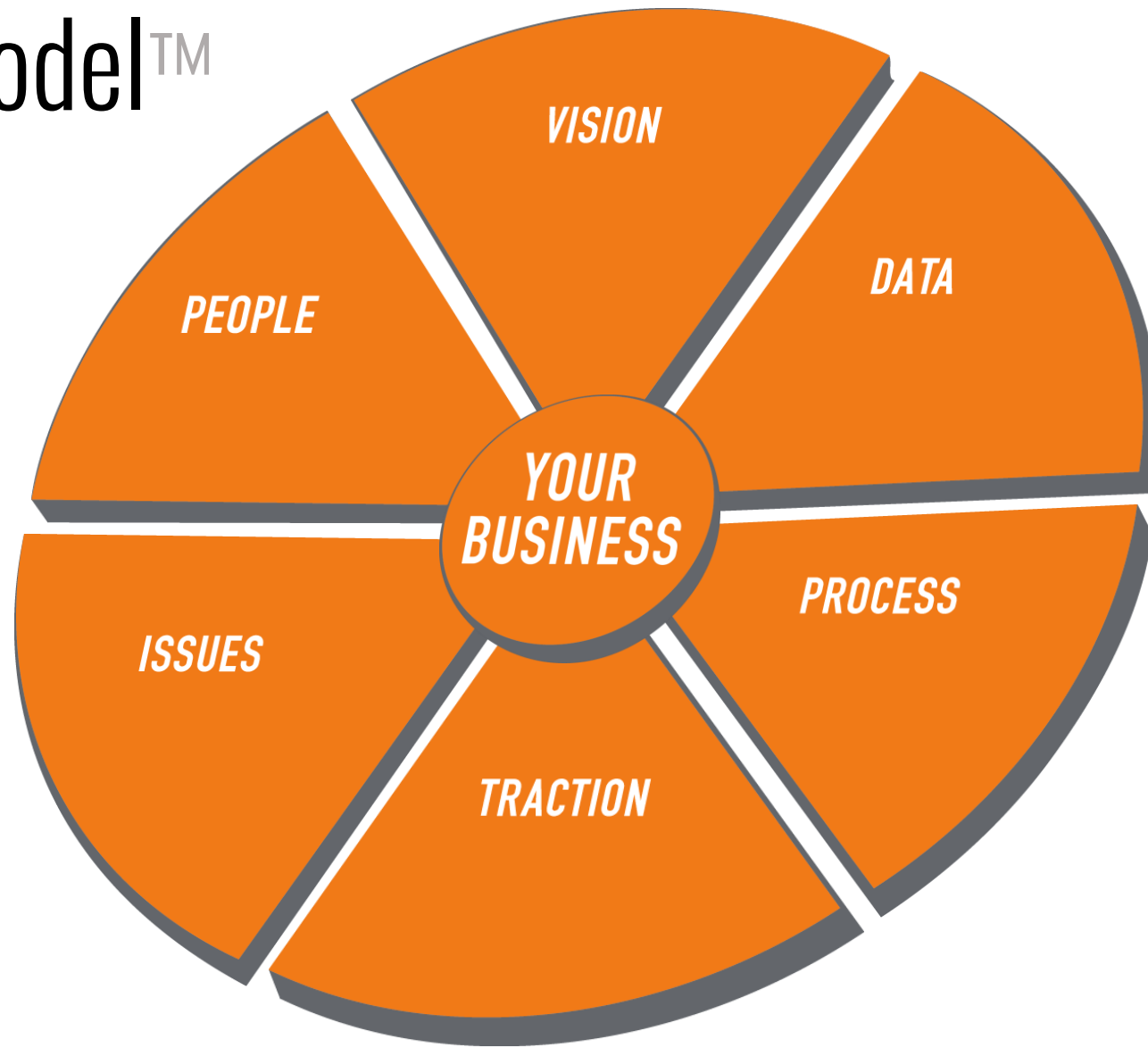




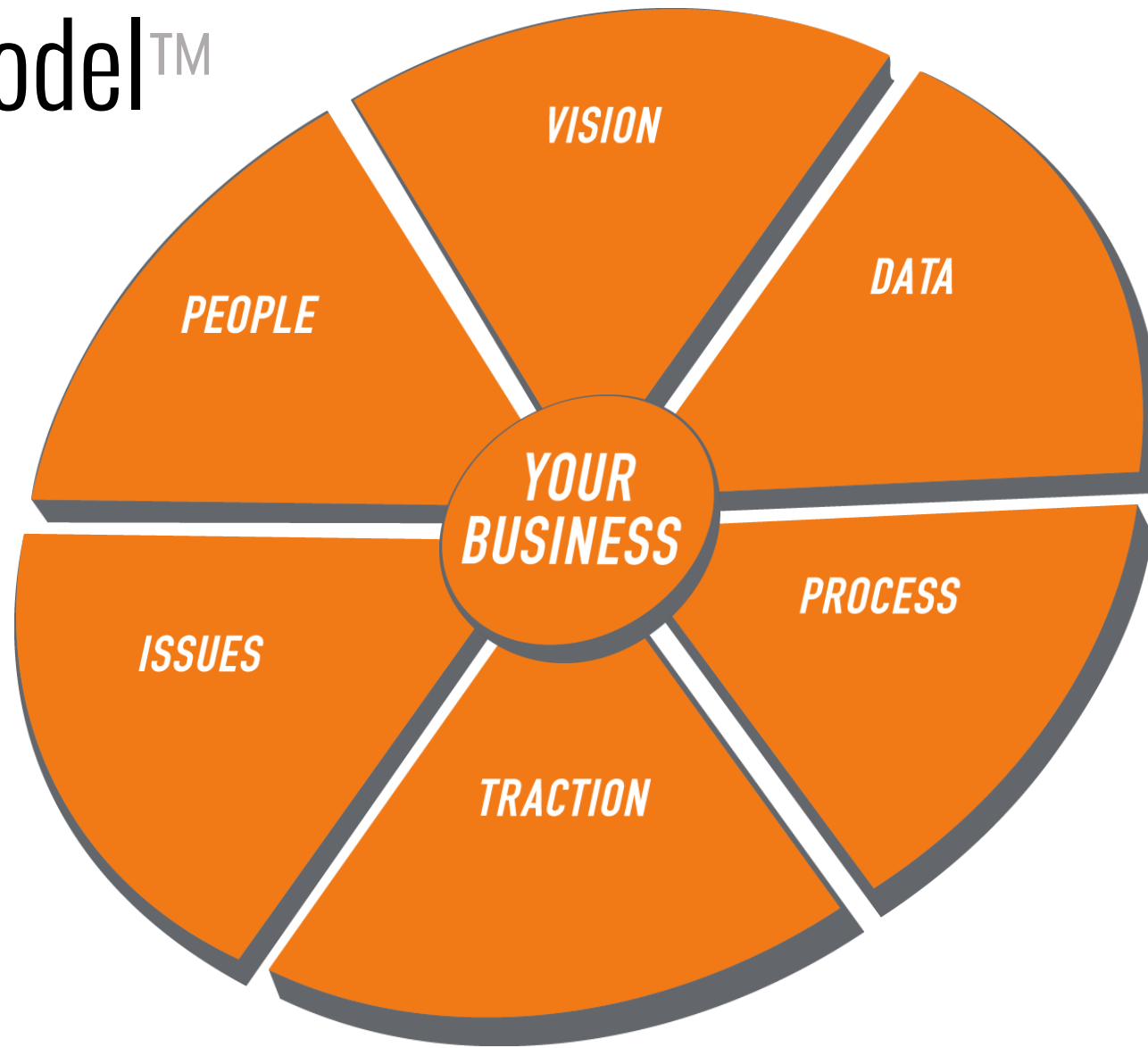
# The EOS Model™



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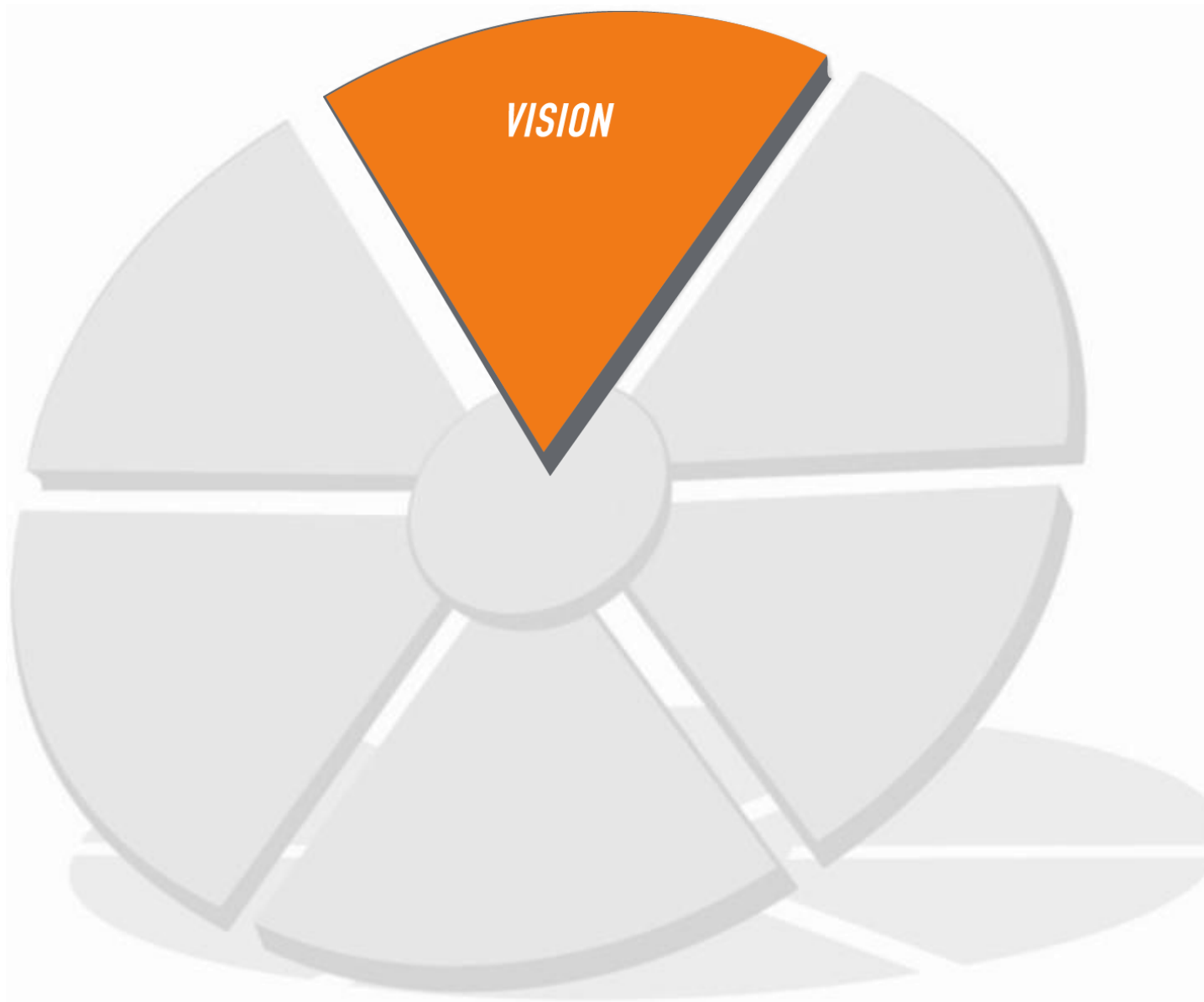
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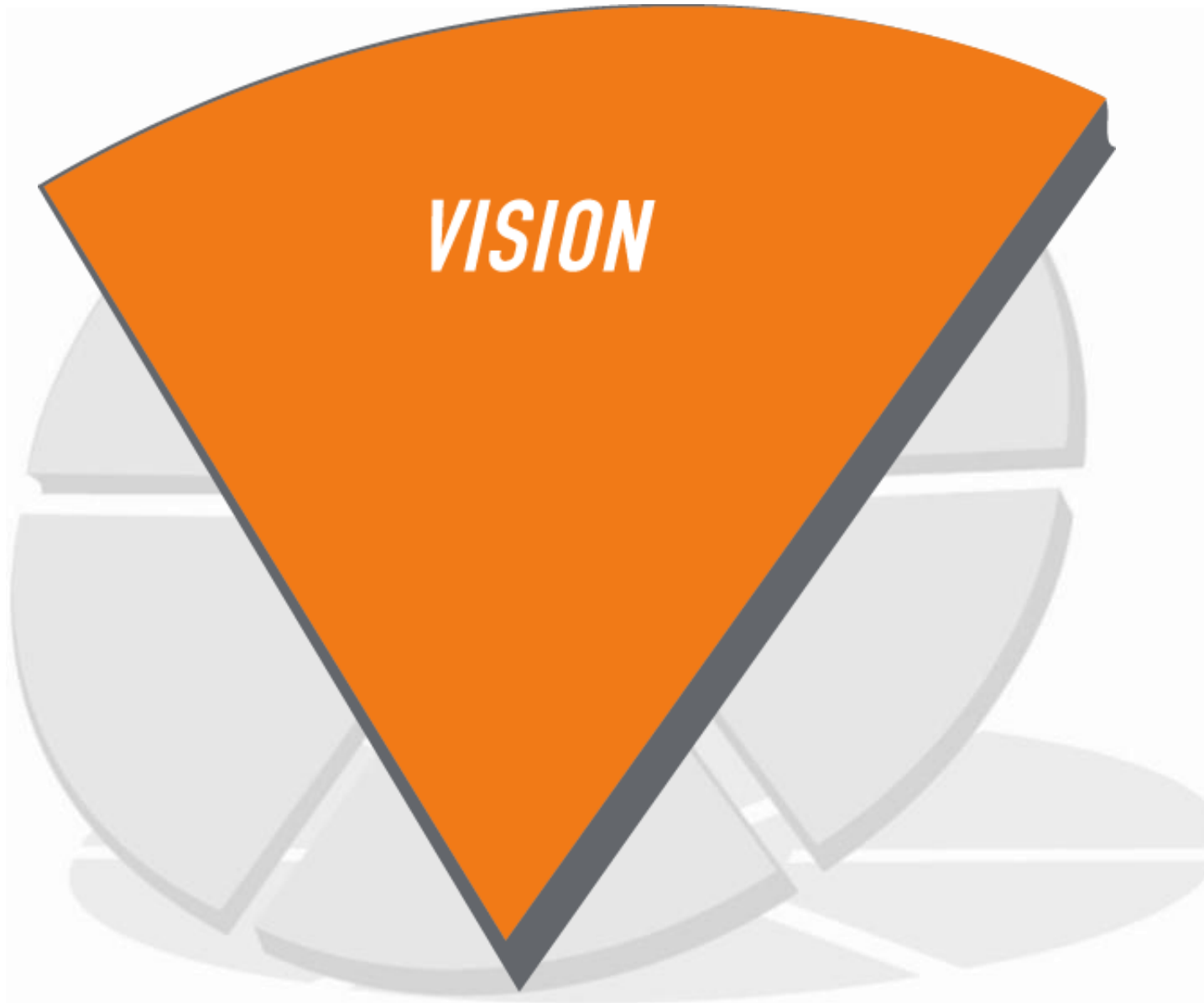
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**20%**

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**TRACTION POINT**







# The Vision/Traction Organizer™


<p><b>CORE VALUES</b></p>	<p>1. 2. 3. 4. 5.</p>	<p><b>3-YEAR PICTURE™</b></p>
<p><b>CORE FOCUS™</b></p>	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>	<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p><u>What Does It Look Like?</u></p> <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> </ul>
<p><b>10-YEAR TARGET™</b></p>	<p>_____</p> <p>_____</p>	
<p><b>MARKETING STRATEGY</b></p>	<p>Target Market/"The List":</p> <p>3 Uniques™: 1. 2. 3.</p> <p>Proven Process:</p> <p>Guarantee:</p>	

1-YEAR PLAN	ROCKS	ISSUES LIST																																																							
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# V/TO

<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>
10-YEAR TARGET™	<hr/> <hr/>
MARKETING STRATEGY	Target Market/The List:  3 Uniques™: <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol> Proven Process:  Guarantee:

# Core Values

CORE VALUE		
CORE FOCUS		
10-YEAR TARGET		
MARKETING STRATEGY	<p><b>Honesty</b></p> <ul style="list-style-type: none"><li>• You are known for candor and directness</li><li>• You are non-political when you disagree with others</li><li>• You only say things about fellow employees that you would say to their face</li><li>• You are quick to admit mistakes</li></ul>	<p><b>Courage</b></p> <ul style="list-style-type: none"><li>• You say what you think, even if it is controversial</li><li>• You make tough decisions without agonizing</li><li>• You take smart risks</li><li>• You question actions inconsistent with our values</li></ul>

# V/TO

**CORE FOCUS™**

**Purpose/Cause/Passion:**

**Our Niche:**

MARKETING  
STRATEGY

Target Market/The List:

3 Uniques™: 1.  
2.  
3.

Price/Package:

Guarantee:

**What you do ... and why you do it!**



**TRACTION POINT**

# Core Focus



To challenge the status quo.  
To think differently.



To refresh the world and inspire  
moments of optimism and happiness.



To give people the power to build  
community so that we can bring  
the world closer together.



To empower every person and organization  
on the planet to achieve more.



To fulfill dreams of personal,  
All-american freedom.



To organize the world's information and  
make it universally accessible and useful.



To create happiness for people  
of all ages, everywhere.



To accelerate the world's transition  
to sustainable energy.



To inspire and nurture the human spirit  
– one person and one cup at a time.



# V/TO

CORE VALUES	1. 2. 3. 4.	3-YEAR PICTURE™
<b>10-YEAR TARGET™</b>	<hr/> <hr/>	
	Our Niche:	• • • •
10-YEAR TARGET™	<hr/> <hr/>	
MARKETING STRATEGY	Target Market/The List:  3 Uniques™: 1. 2. 3.  Proven Process:  Guarantee:	• • • •

**This is your BHAG!**

# 10-Year Target

CORE VALUES	1. 2. 3. 4. 5.
CORE FOCUS™	Purpose/Cause/Passion:  Our Niche:
10-YEAR TARGET™	
MARKETING STRATEGY	Target Market/The List  3 Uniques™: 1. 2. 3.  Proven Process:  Guarantee:

1 "Organize the world's information"



2 "Connect the world"



3 "Transportation as reliable as running water, everywhere for everyone"



4 "To accelerate the world's transition to sustainable energy"



5 "Make easy to do business anywhere"



6 "Remember everything"



7 "Enable human exploration and settlement of Mars"



8 "A computer on every desk and in every home"



9 "Crush Adidas"

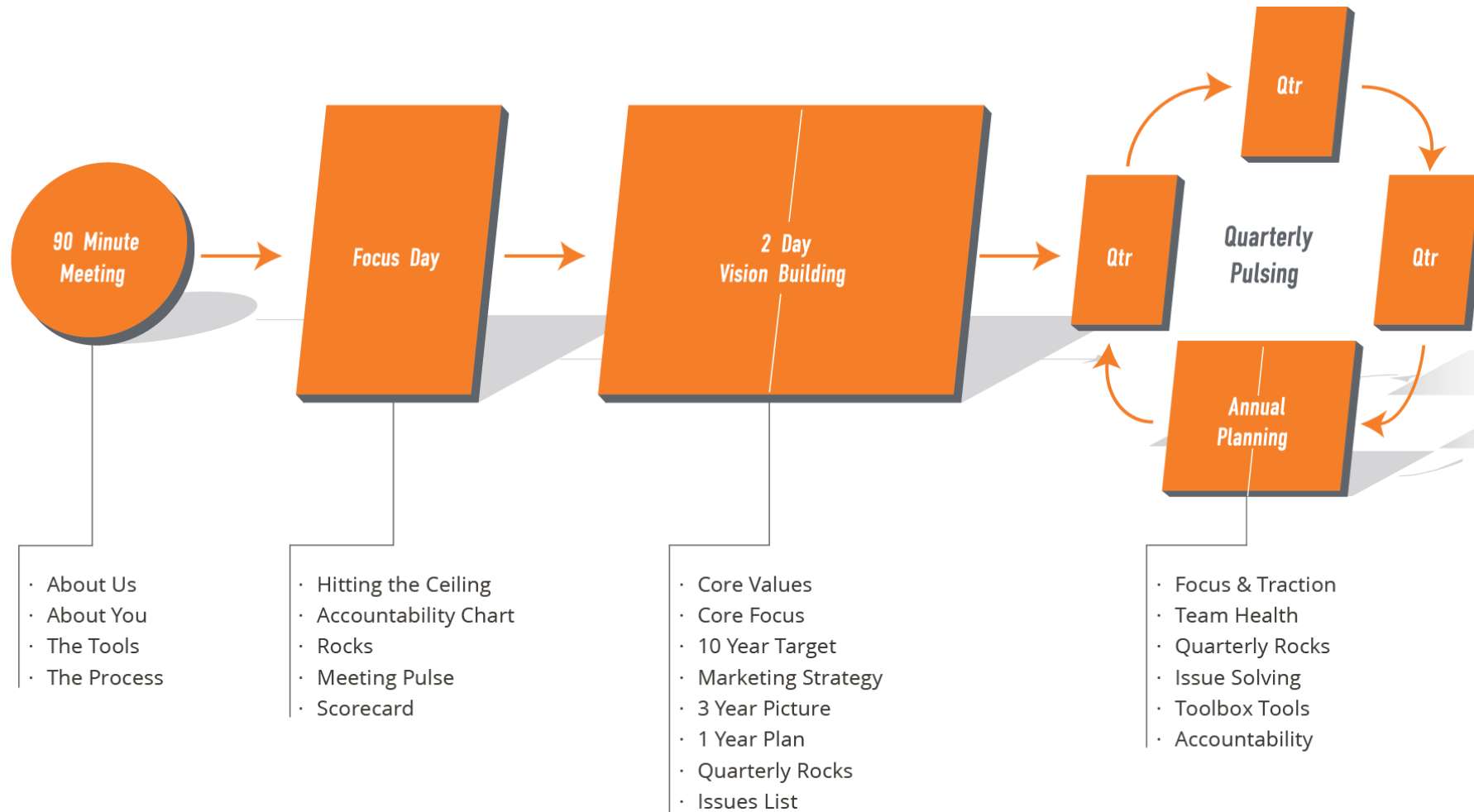




# V/TO

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

# The EOS Process™



# V/TO

<p><b>CORE VALUES</b></p>	<p>1. 2. 3. 4. 5.</p>	<p><b>3-YEAR PICTURE™</b></p>
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## 3-YEAR PICTURE™

**Future Date:**

**Revenue:**

**Profit:**

**Measurables:**

**What Does It Look Like?**

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# V/TO

1-YEAR PLAN	ROCKS	ISSUES LIST																																																							
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# V/TO

## 1-YEAR PLAN

Future date:

Revenue:

Profit:

Measurables:

### Goals for the Year

1.	
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7.	

## ISSUES LIST

Who

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2.	
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Prioritize

- Identify
- Discuss
- Solve



# V/TO

### 1-YEAR PLAN

Future date:  
Revenue:  
Profit:  
Measurables:

Goals for the Year

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### ROCKS

Future date:  
Revenue:  
Profit:  
Measurables:

**Rocks for the Quarter** **Who**

1.		
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### ISSUES LIST




# Rocks

1-YEAR PLAN	ROCKS	ISSUES LIST																								
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# V/TO

1-YEAR PLAN	ROCKS
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Goals for the Year	Rocks for the Quarter
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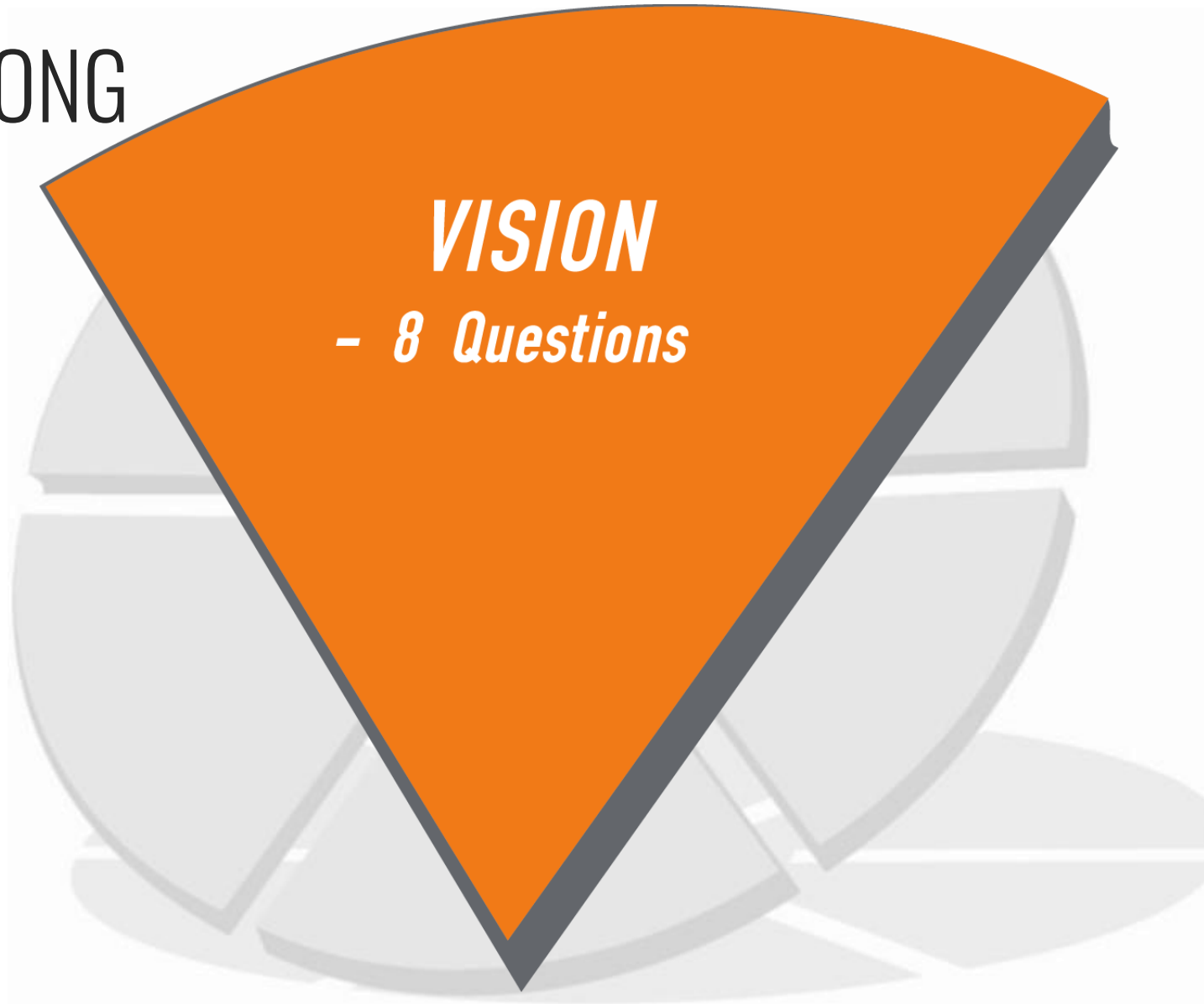
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**Prioritize**

- Identify
- Discuss
- Solve



100% STRONG





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**TRACTION POINT**

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