



# THE ENTREPRENEURIAL OPERATING SYSTEM®

## A Powerful, Practical, and Simple System for Running your Business

### Introduction and Brief Program Description

Most entrepreneurs and business leaders face similar frustrations – personnel conflict, profit woes, and inadequate or uncontrollable growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution, and it’s neither complicated nor theoretical. The Entrepreneurial Operating System® (EOS) is a practical method for achieving the business success you’ve always envisioned. More than 10,000 companies have discovered what EOS can do, making their businesses more scalable, manageable and profitable in the process. In this workshop, you’ll learn the secrets of strengthening the six key components of your business, and discover a simple yet powerful way to run your company that will give your leadership team more focus, growth and enjoyment.



In this workshop, you’ll learn how to strengthen the six key components in your business:

<b>Vision</b>	Successful business owners not only have compelling visions for their organizations, but also know how to communicate those visions to the people around them. In the Vision component, you’ll learn how to use a tool called the Vision/Traction Organizer (V/TO) to clearly define who you are as an organization, where you’re going and how you’ll get there.
<b>People</b>	Successful people surround themselves with great people. EOS cuts through buzzwords such as “A” players and “100 percenters” to provide a practical understanding of the two ingredients in any successful team: the right people in the right seats. In the People component, you’ll learn how to determine the right structure for your organization, and smoke out any people and accountability issues that are holding you back.
<b>Data</b>	The best leaders rely on a handful of metrics to help manage their businesses. In the Data component, we’ll free you from the quagmire of managing personalities, egos, subjective issues, emotions and intangibles by teaching you which metrics to focus on.
<b>Issues</b>	Issues are the obstacles that must be faced to execute your vision. In the Issues component, you’ll learn how to use an Issues List to compartmentalize and prioritize issues at every level of your organization, and use a process called IDS to identify, discuss and solve your issues in a lasting and meaningful way.
<b>Process</b>	Your processes are your “way” of doing business. Successful organizations see their way clearly and constantly work to refine it. In the Process component, you’ll learn how to identify, address and document each of your core processes using a Three-Step Process Documenter, helping you to capture the blueprint for your “machine” in a single, easy-to-read document.
<b>Traction</b>	In the end, the most successful business leaders are the ones who gain traction. They execute well, and know how to bring focus, accountability and discipline to their entire organization. In the Traction component, you’ll learn how to set Rocks for the coming 90 days, and make meetings enjoyable, productive and worthwhile.

## Value to Members

Participants will leave with practical tools they can apply immediately with their people, allowing them to focus on improving and growing their organization and truly enjoying what they do, including:

<b>Vision/Traction Organizer</b>	A tool designed to help you get your vision out of your head and into the hands of others using a simplified approach to answer eight key questions.
<b>Accountability Chart</b>	A tool to help you determine the right structure for your organization. When complete, you'll have absolute clarity on who is accountable for what.
<b>People Analyzer</b>	The simplest, most effective way to assess whether you have direct reports that are aligned with your core values and that truly get it, want it and have the capacity to do the what you need done.
<b>Scorecard</b>	To help create real accountability, you need to identify the right activity-based numbers to measure and clearly identify the person who owns the number. This tool will create instant results and ownership.
<b>IDS</b>	This is where the magic happens. Once you've created an issues list and compartmentalized and prioritized the barriers to progress, the process of IDS enables you to identify, discuss and solve your issues, facilitating open and honest dialogue for the greater good of the organization.
<b>Three-Step Process Documenter</b>	To avoid overkill, the three-step process documenter encourages you to document the 20 percent of process detail that produces 80 percent of your results. Pulling your organizational processes together in one simplified document helps define your company's "way."
<b>Rocks</b>	You want your team to evolve toward setting and achieving their priorities every 90 days. Rocks focuses your team on the most important and immediate priorities that work toward achieving your one-year plan and three-year picture.
<b>Level 10 Meeting</b>	The agenda for an effective weekly meeting with your team.
<b>The 5-5-5™</b>	Creating context with core values, priorities and roles for a meaningful quarterly employee conversation centered on what's working and what's not working.



Attendees receive a discounted copy of *Traction – Get a Grip on your Business* by Gino Wickman, the first of five books in the Traction book series that includes *Get a Grip*, *Rocket Fuel*, *How to be a Great Boss*, and *What the Heck is EOS*. The book will help participants to understand and implement the simple and powerful tools that every entrepreneur needs to achieve more revenue, growth, and profit, and in doing so gain more control of their business and find greater work-life balance.

## Biography

Ian Tonks is the founder of Traction Trainer, a certified implementer resource for the Entrepreneurial Operating System (EOS). EOS is a powerful system that combines timeless business principles with a set of simple, practical, real-world tools to help entrepreneurs get what they want from their businesses, enabling them to:

- Crystalize their vision and get everyone moving in the same direction.
- Gain traction by building discipline and accountability throughout the organization.
- Build healthy, functional, and cohesive leadership and management teams.

His journey to EOS began in the late 1990s, when he spent seven years running a 100-person company that provided youth sports programming to a variety of professional sports organizations, including Major League Soccer, the NFL and Jack Nickalus' Golden Bear International.



After getting married in 2006, he traded the grind of 100,000 plus flight miles a year for the short commute to a private Bay Area University, where he led several capital fundraising campaigns and saw the institution through its transition to NCAA division 2.

In 2009, seeking to break free from academic bureaucracy, he launched a business development practice to pursue his true passion and purpose: helping business leaders plan more strategically, grow more reliably, and maximize the talent in their companies. In 2015, he authored "Replacing the Rainmaker – Business development Tools, Techniques and Strategies for Accountants," a comprehensive guide to improving any professional service firms' business development efforts.

His EOS light bulb moment occurred in late 2015, when a friend and mentor recommended he read the book "Traction" by Gino Wickman. Instantly connecting with the simplicity and practicality of its transformative message, he seized the opportunity to fuse two decades of executive and entrepreneurial experience with EOS's system and toolkit to create Traction Trainer.

A native of England, Ian holds a bachelor's degree in sports science from the University of Northumbria and an MBA in strategic leadership from Dominican University of California. He lives in Palm Desert, California, with his wife and young daughter.