

# GET A GRIP

## On Your Business

Six Keys to Getting What You  
Want from your  
Entrepreneurial Company

Mike Paton  
@Mpaton; @EOSWorldwide



# Real. Simple. Results.

- ❑ **In the Trenches**
- ❑ **My Passion**
- ❑ **Discoveries**

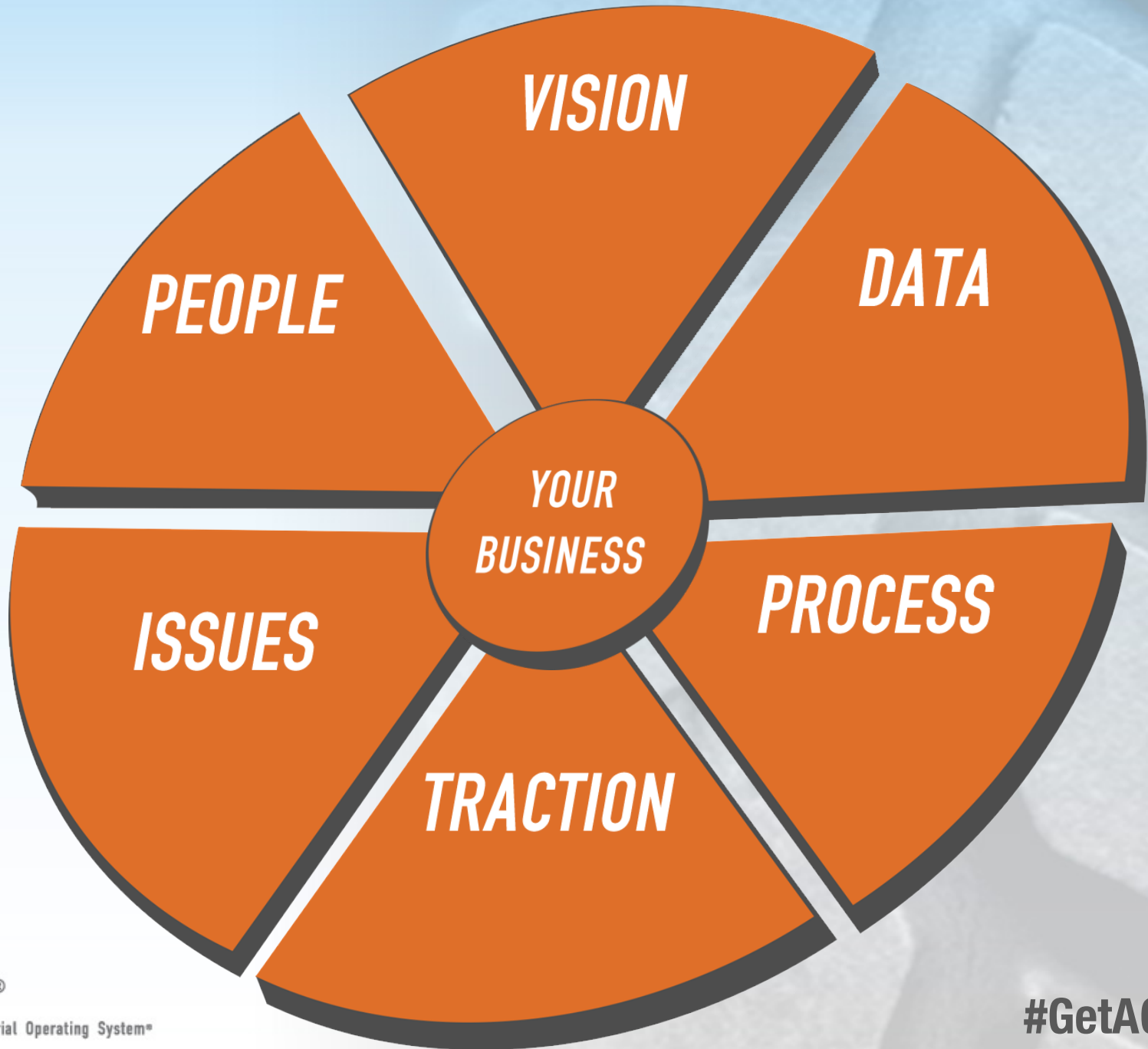
***VISION***

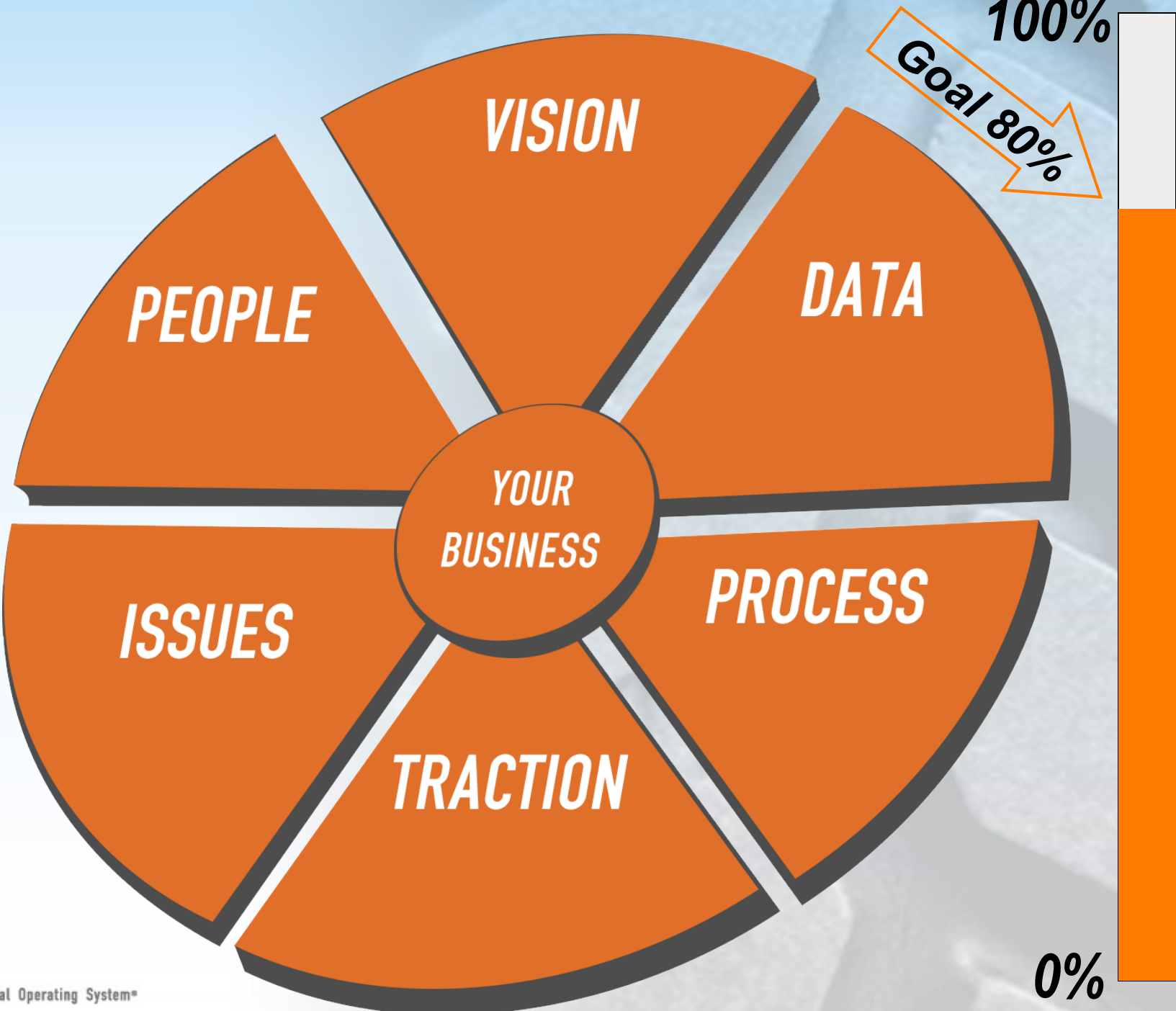
***YOUR  
BUSINESS***

***TRACTION***

# Discovery

**“VISION without TRACTION is hallucination”**  
**- @Mpaton @EOSWorldwide #GetAGrip #Inbound14**







100%

**VISION**

**PEOPLE**

**DATA**

**YOUR  
BUSINESS**

**PROCESS**

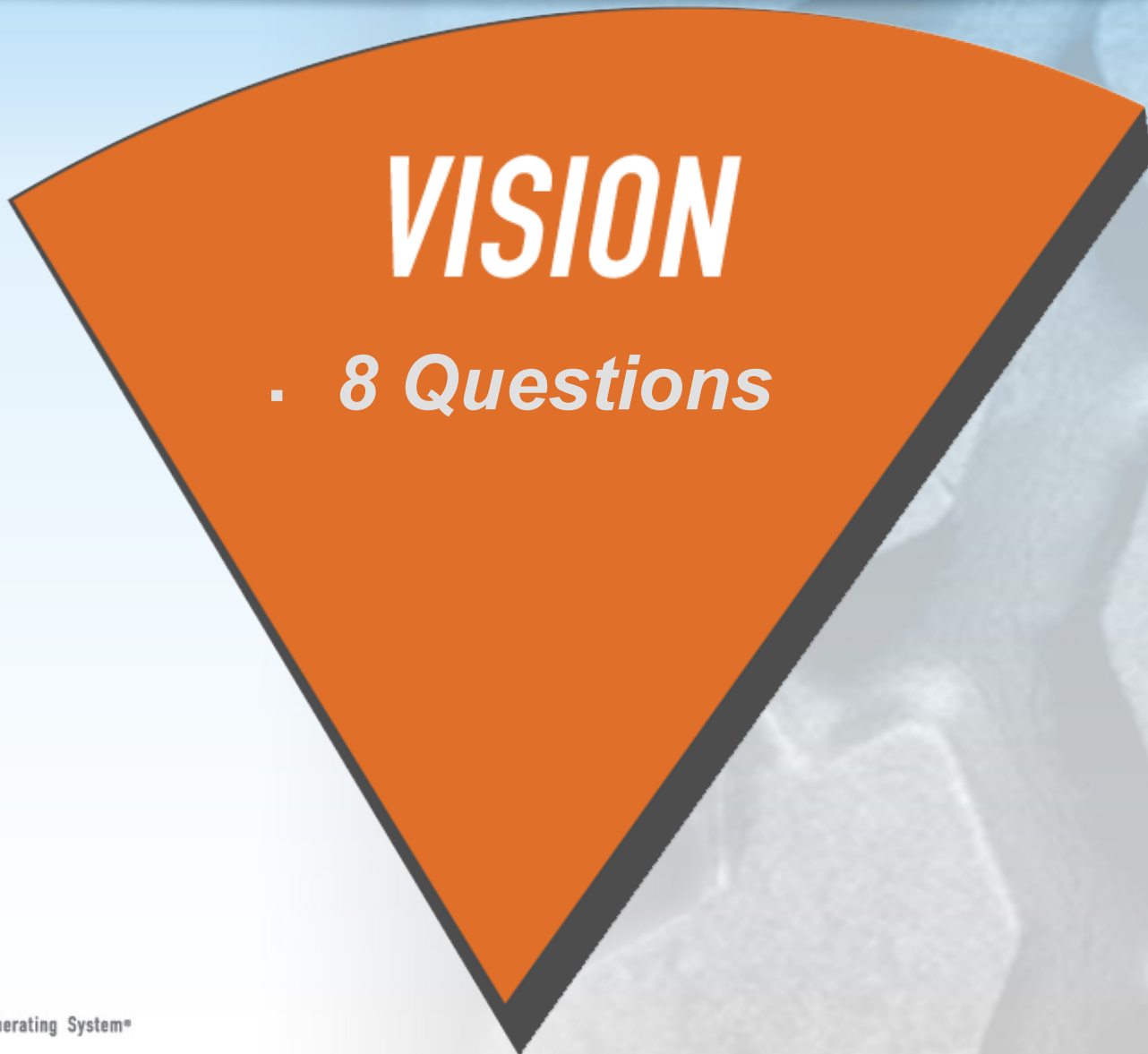
**ISSUES**

**TRACTION**

**Most 30%**

0%

# Vision



***VISION***

***. 8 Questions***



# Vision

<b>CORE VALUES</b>	1. 2. 3. 4. 5.
--------------------	----------------------------

<b>CORE FOCUS™</b>	<b>Purpose/Cause/Passion:</b> <b>Niche:</b>
--------------------	--

<b>10-YEAR TARGET™</b>	
------------------------	--



#GetAGrip

# Vision

## MARKETING STRATEGY

Target Market/"The List":

Three Uniques:

- 1.
- 2.
- 3.

Proven Process:

Guarantee:

# Vision

## MARKETING STRATEGY

Target Market/"The List":

Three Uniques:

- 1.
- 2.
- 3.

Proven Process:

Guarantee:



# Plan

## 1-YEAR PLAN

**Future Date:**

**Revenue:**

**Profit:**

**Measurables:**

**Goals for the Year:**

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

# Plan

## ROCKS

Future Date:

Revenue:

Profit:

Measurables:

Rocks for the Quarter:

Who

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

# Plan

## ISSUES LIST

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	



#GetAGrip

# Vision

## *VISION*

- *8 Questions*
- *Shared by all*



# People

## PEOPLE

- *Right People*
- *Right Seats*

# Right PEOPLE

## The PEOPLE ANALYZER

Name	Be humbly confident	Grow or die	Help first	Do the right thing	Do what you say
Jane Wright	+	+	+	+	+
John Payne	-	-	-	-	-
Andi Sided	+/-	+/-	+/-	+/-	+/-
<b>The Bar</b>	+	+	+	+/-	+/-

# Right SEATS

## The **ACCOUNTABILITY** CHART



# Discovery

**“Structure 1<sup>st</sup>, People 2<sup>nd</sup>”**

**- @Mpaton @EOSWorldwide #GetAGrip #Inbound14**

# Right SEATS

## The ACCOUNTABILITY CHART

### Quarterback

---

#### Name

- Run the Offense
- Score Touchdowns
- Get 1<sup>st</sup> Downs
- Complete Passes
- Avoid Turnovers

# Right SEATS

- **Gets It**
- **Wants It**
- **Capacity to Do It**

## Quarterback

### Name

- **Run the Offense**
- **Score Touchdowns**
- **Get 1<sup>st</sup> Downs**
- **Complete Passes**
- **Avoid Turnovers**

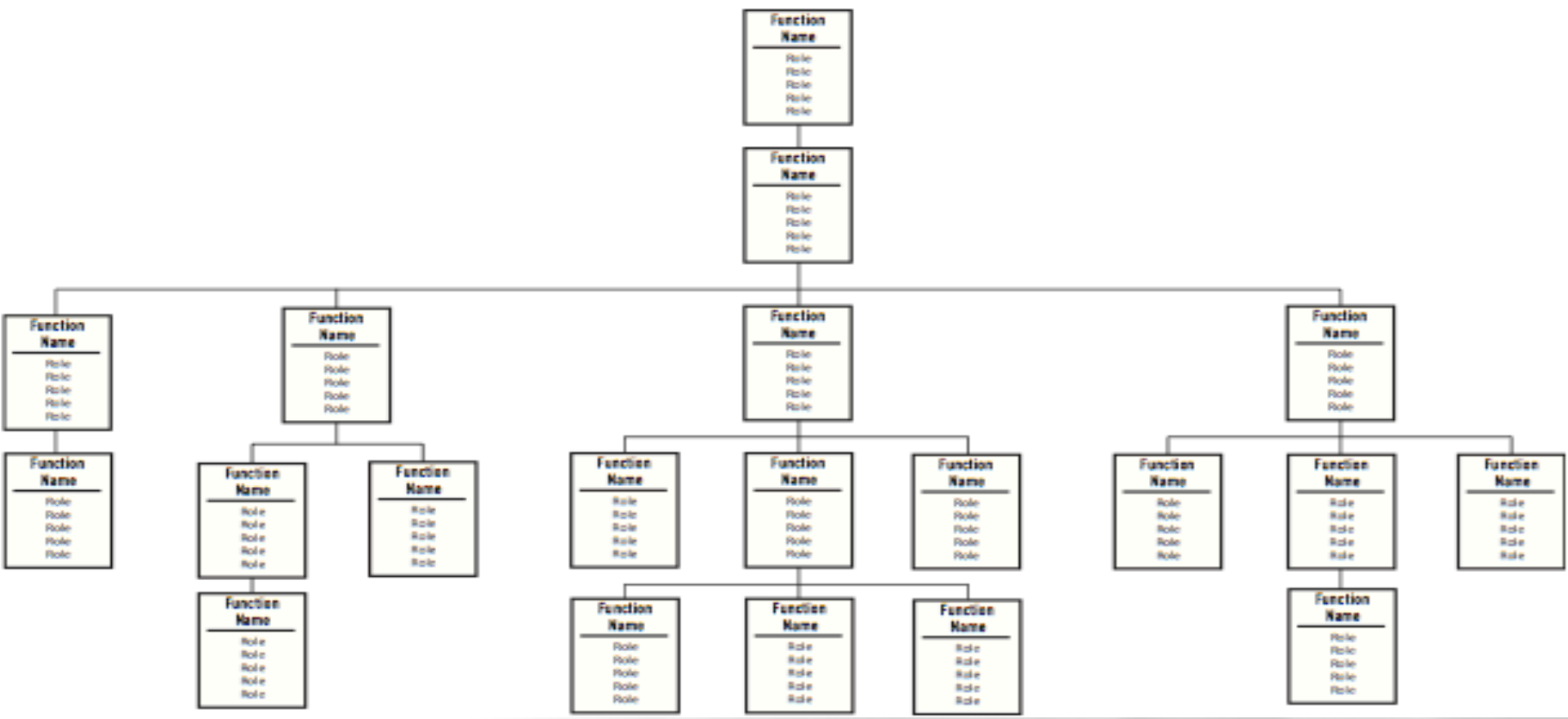
# Right SEATS

## The PEOPLE ANALYZER

Name			Get it	Want it	Capacity to do it
Tom Brady			Y	Y	Y
Peyton Manning			Y	Y	Y
Christian Ponder			N	Y	N
The Bar			Y	Y	Y

# Right SEATS

## THE ACCOUNTABILITY CHART





# Two People Issues

- ❑ Right Person, Wrong Seat
- ❑ Right Seat, Wrong Person

# People

## PEOPLE

- *Right People*
- *Right Seats*

# Data

***DATA***

*• Scorecard*





# Company SCORECARD

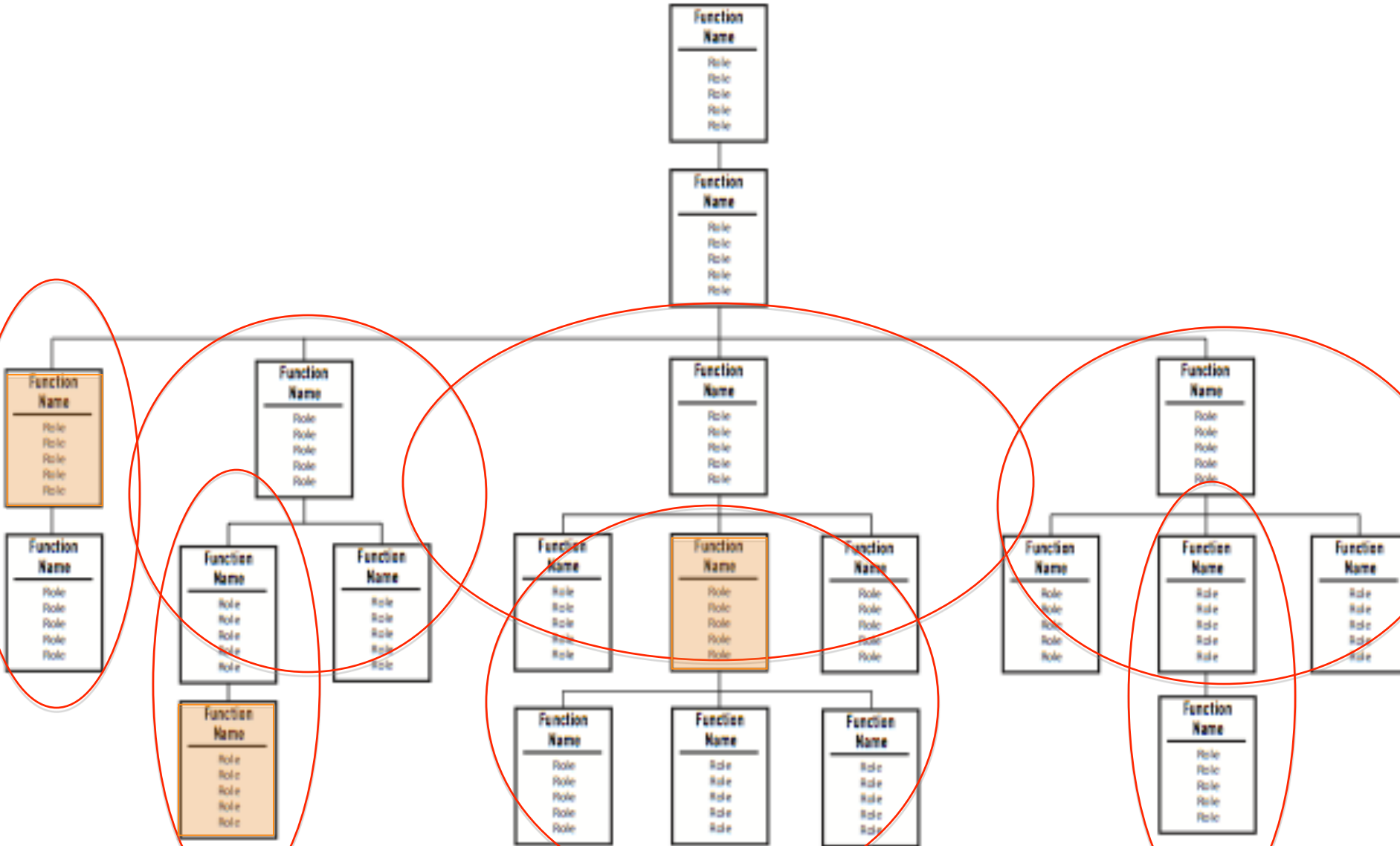
WHO	MEASURABLES	GOAL	5-Jan	12-Jan	19-Jan	26-Jan	2-Feb	9-Feb	16-Feb	23-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar



#GetAGrip



# MEASURABLES





# Data

## *DATA*

- *Scorecard*
- *Measurables*

# Issues

## *ISSUES*

- *Issues List*

# Issues

## *ISSUES*

- *Issues List*
- *IDS*

# IDS

- Identify
- Discuss
- Solve

## ISSUES LIST

1.		
2.	Darren U. Right Person	2
3.		1
4.	# Leads off track	
5.	Anodyne Merger	
6.	Utilization off track	3
7.	Western US expansion	
8.		
9.		
10.		
11.		
12.		

# Issues

## *ISSUES*

- *Issues List*
- *IDS*

# Process

***PROCESS***

• *Documented*

# Core Processes

**H/R Process**



**Marketing**



**Sales**



**Operations**

**Operations**

**Accounting**

**Customer Service**



# Core Processes

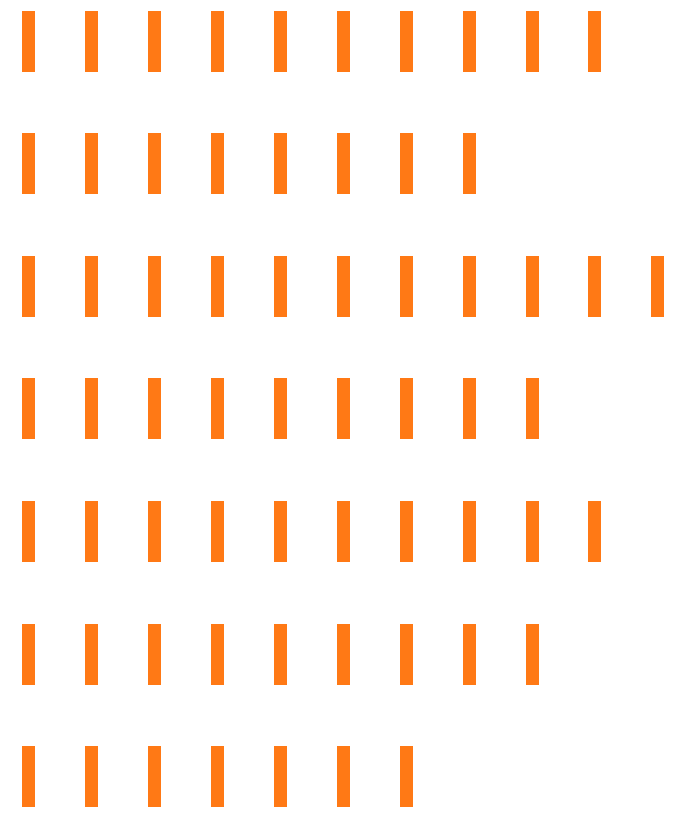
## Sales Process

- - **New Lead**
    - -----
  - **Initial Call/Qualify**
    - -----
    - -----
    - -----
- - **Fit Meeting**
    - -----
    - -----
- - **Proposal**
    - -----
    - -----
- - **Win/Lose**



# Core Processes

- H/R Process**
- Marketing**
- Sales**
- Operations**
- Operations**
- Accounting**
- Customer Service**



The \_\_\_\_\_ Way

# Process

## *PROCESS*

- *Documented*
- *Followed by All*

# Traction

## *TRACTION*

- *Rocks*
- *Meeting Pulse*

# Meeting Pulse

- **90-Day World**
- **Weekly LEVEL 10 Meetings**
  - **Same Day**
  - **Same Time**
  - **Start on Time**
  - **End on Time**
  - **Same Agenda**

# Level 10 Agenda

**Segue** 5 Minutes

**Scorecard** 5 Minutes

**Rock Review** 5 Minutes

**Customer & Employee Headlines** 5 Minutes

## Reporting Only

**To Do List** 5 Minutes

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Issues List/IDS** 60 Minutes

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Conclude** 5 Minutes

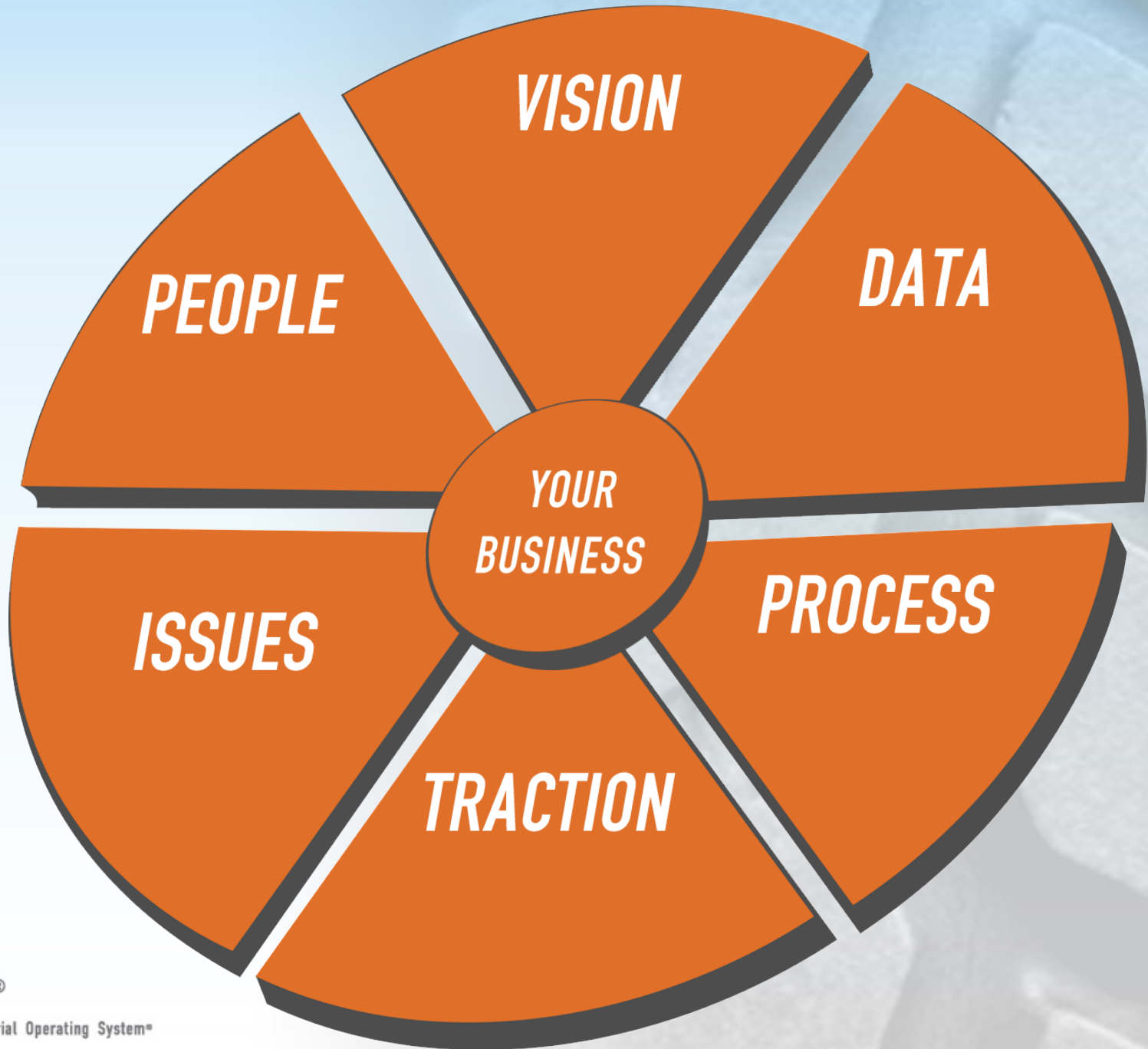


#GetAGrip

# Traction

## *TRACTION*

- *Rocks*
- *Meeting Pulse*



# EOS Foundational Tools

- ❑ **Accountability Chart**
- ❑ **Rocks**
- ❑ **Level 10 Meeting**
- ❑ **Scorecard**
- ❑ **V/TO**



# Resources

## □ Books

- Traction
- Get A Grip

□ <http://EOSworldwide.com/inbound14>

□ EOS Implementers

□ HubSpot Partners



"This book will change your company—and your life."

— BO BURLINGHAM, EDITOR-AT-LARGE OF INC. MAGAZINE

GINO WICKMAN AND MIKE PATON

# GET A GRIP

An Entrepreneurial Fable...  
Your Journey to Get Real, Get Simple, and Get Results

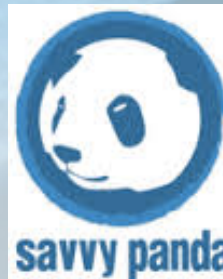
# HubSpot Partners



the whole brain group

**Marisa Smith**

[msmith@thewholebraingroup.com](mailto:msmith@thewholebraingroup.com)



**Gabe Wahab**

[gabe@savvypanda.com](mailto:gabe@savvypanda.com)



**THOMA**

**Martin Thoma**

[martin@thomathoma.com](mailto:martin@thomathoma.com)



**Mike Rose**

[mike@teamrgc.com](mailto:mike@teamrgc.com)



**Karen Seketa**

[karen@elementthree.com](mailto:karen@elementthree.com)



**#GetAGrip**

# Final Thoughts

- ❑ **Choose – and USE – a System**
- ❑ **Get What You Want**

# Thank you!

**“Use a system; Get what you want...”**

**- @Mpaton @EOSWorldwide #GetAGrip #Inbound14**

# GET A GRIP

## On Your Business

Six Keys to Getting What You  
Want from your  
Entrepreneurial Company

Mike Paton  
@Mpaton; @EOSWorldwide

