



# Entrepreneurial

# Operating

# System

## Creating healthy, growth-minded teams

When it comes to building an enduring, growth-minded business, owners often run into a number of barriers. They have a vision of where they want to take the organization, but perhaps they don't have the right people in place to execute. Maybe employees are so focused on their day-to-day duties that they simply can't find the time to prioritize long-term goals. Budget can be another issue. So can a lack of accountability or clear focus.

One major solution to these challenges is the Entrepreneurial Operating System® (EOS®). At its core, EOS is a set of concepts and tools designed to help organizations reach their full potential. It's a system informed by data, helping leaders identify the most important things in the business that create natural momentum and progress. And it's a system that demands clear goals, ruthless prioritization and accountability, and strong teamwork. As a result, EOS creates healthier teams who actually enjoy working on the business.

## Getting the right coach

While it's possible to implement EOS on your own, organizations typically get better, stronger results by engaging a Professional EOS Implementer®. EOS is a system that requires practice and repetition to master, and with Wipfli, your leadership team can start with a clear advantage by learning from our specialized knowledge and years of EOS experience.

We help you not only stick to the system and navigate speed bumps but also push the boundaries of what your organization is capable of. We help you tackle the toughest issues impeding your business's growth. And as your coach, we guide you to true mastery of EOS, making sure you can continue operating it on your own for years going forward.

**EOS is designed for growth-oriented businesses** who are more afraid of the status quo than they are of change.

**WIPFLI**

# How does EOS work?

Now that you know what EOS does, let's dive into what it's made of and how it works in practice.

## The six components of EOS

EOS was specifically designed for companies with 10-250 employees. To create a culture of measurable growth, profitability and team success, EOS focuses on Six Key Components™:

- **Vision:** Getting everyone in the organization 100% on the same page with where you're going and how you plan to get there.
- **People:** Surrounding yourself with great people who are at their highest and best use.
- **Data:** Cutting through feelings, opinions and ego and boiling your organization down to a handful of objective numbers that give you an absolute pulse on where things are.
- **Issues:** Becoming great at solving issues and getting them out of the organization.
- **Process:** Systemizing your business by identifying and documenting the most important core processes.
- **Traction:** Instilling focus, discipline and accountability throughout the company so that everyone executes on the vision every single day.

Why does EOS work? The plainspoken, intuitive logic of EOS resonates from the leadership team to the boardroom, and the simple framework and vocabulary help it gain appeal up and down the organization. In the end, it delivers results and improves alignment and expectations, while making organizations more predictable in their operations.

## The implementation process

As your implementer, we take you through the clearly defined process for helping you implement EOS.

It all starts with a deeper understanding. We first hold a 90-minute meeting to introduce the EOS Foundational Tools™ and EOS Process® and better understand your business. Then we hold a Focus Day™ where we help you understand the system and learn the foundational tools that help you get better results in your business.

Afterward comes two full-day Vision Building™ sessions. This is where we focus on sharpening what you learned during the Focus Day and ensure you are applying it to the business. We then help you clarify your vision and get clear on your plan to execute against that vision. We focus on your core values, Core Focus™, 10-Year Target™, 3-Year Picture™, your marketing strategy and eventually your major goals for the year.

Finally, your organization transitions to quarterly pulsing. Every 90 days, we spend a day with your leadership team to evaluate performance, do any necessary refocusing, solve issues and set priorities for the next 90 days. We also hold a two-day annual session to work on team health, update your vision and then plan for the next 90 days and the year as a whole.

## The ultimate benefits of EOS

The benefits of this system are clear. By implementing EOS, your organization can:

- Create a catalytic leadership team.
- Become focused and disciplined in execution.
- Become highly accountable to each other and to the organization's progress.
- Stay dialed into your short- and long-term goals.
- Build a cohesive culture focused on results.
- Become healthy and smart in the way you run the business.

With EOS, your vision becomes clear, your plan to get there becomes concise, and your return on investment gets measured quickly as the system creates accountability and results.

## Let's get started

Contact us to learn more about EOS and how it can help your organization create permanent improvements and long-term results.

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