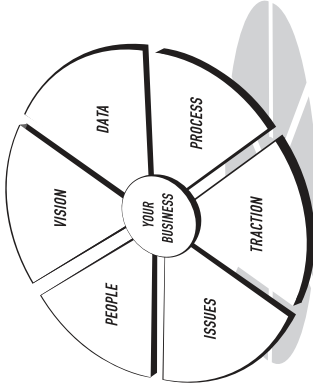


THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: _____

VISION

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



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																							
<p>Future date: Revenue: Profit: Measurables:</p> <p>Goals for the Year</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">2.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">3.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">4.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">5.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">6.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">7.</td><td style="height: 20px;"></td></tr> </table> <ul style="list-style-type: none"> • Focus/Theme • Roles and Responsibilities • Cash Flow Analysis/Budget • Departmental Plans 	1.		2.		3.		4.		5.		6.		7.		<p>Future date: Revenue: Profit: Measurables:</p> <p>Rocks for the Quarter</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td style="width: 50%;"></td><td style="width: 20%; text-align: center;">Who</td></tr> <tr><td style="text-align: center;">2.</td><td></td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td><td></td></tr> <tr><td style="text-align: center;">6.</td><td></td><td></td></tr> <tr><td style="text-align: center;">7.</td><td></td><td></td></tr> </table>	1.		Who	2.			3.			4.			5.			6.			7.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px; text-align: center;">1.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">2.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">3.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">4.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">5.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">6.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">7.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">8.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">9.</td><td style="height: 20px;"></td></tr> <tr><td style="text-align: center;">10.</td><td style="height: 20px;"></td></tr> </table> <p style="text-align: right;"> Prioritize • Identify • Discuss • Solve </p>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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