



THE VISION/TRACTION ORGANIZER

Purpose - To Clarify Objectives and Key Results

ORGANIZATION:

CORE VALUES (Internal)	1. _____ 6. _____ 2. _____ 7. _____ 3. _____ 8. _____ 4. _____ 9. _____ 5. _____ 10. _____	3-YEAR PICTURE
CORE FOCUS (External)	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: \$ Profit: \$ Measurables: 1. 2. 3.
10-YEAR TARGET		<u>What does it look like?</u>
MARKETING STRATEGY	Target Market / "The List": Three <i>Uniques</i> : 1. 2. 3. Proven Process: Guarantee:	<ul style="list-style-type: none"> • • • • • • • • • • • • • • • • • • • •

THE VISION/TRACTION ORGANIZER

ORGANIZATION:

TRACTION - Who needs to be doing what, with whom, by when.

1-YEAR PLAN	<u>ROCKS</u> <i>90 Day World</i>	ISSUES/OBJECTIVES 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: 5%;">1.</td><td style="width: 95%;"></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		<p>Future Date: Revenue: \$ Profit: \$ Measurables:</p> <p>Rocks for the Quarter: Who</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td style="width: 60%;"></td><td style="width: 35%;"></td></tr> <tr><td>2.</td><td></td><td></td></tr> <tr><td>3.</td><td></td><td></td></tr> <tr><td>4.</td><td></td><td></td></tr> <tr><td>5.</td><td></td><td></td></tr> <tr><td>6.</td><td></td><td></td></tr> <tr><td>7.</td><td></td><td></td></tr> </table>	1.			2.			3.			4.			5.			6.			7.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td style="width: 95%;"></td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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