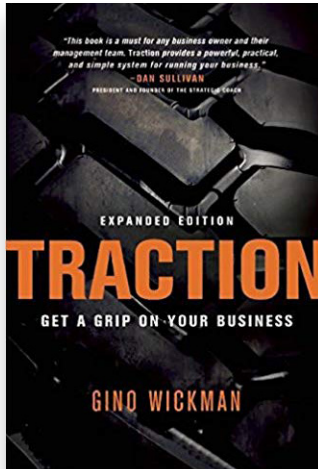


EXECUTIVE BOOK SUMMARIES

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ABOUT THE AUTHOR

Gino Wickman

Gino Wickman is a consultant and founder of EOS Worldwide.

Traction THE NUTSHELL

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Introduction

What if I told you that by reading this book and applying its core principles, you could eliminate all of your business-related frustrations? That you could have great employees at all levels who share your vision, communicate with each other, solve their own problems, and demonstrate accountability? That your organization could not only run seamlessly, but also have the potential to scale up as large as you see fit?

Chapter 1 — The Entrepreneurial Operating System: Strengthening the Six Key Components

Every great system is made up of a core group of basic components. The Entrepreneurial Operating System (EOS) identifies Six Key Components of any organization. Successful business owners have compelling visions, they surround themselves with great people, they rely on a handful of metrics, they face and solve issues, they define their process, and they have traction— they execute well.

Chapter 2 — Letting Go of the Vine

First, you have to free yourself from the bad habits and unhealthy practices that are holding you back. Change is scary. But you need to change from believing that you are your company and let it become its own entity. With the right vision, structure, and people in place, your company can evolve and realize its full potential.

Traction

Chapter 3 — The Vision Component: Do They See What You Are Saying?

Most entrepreneurs clearly see their vision. Their problem is they make the mistake of thinking that everyone else sees it too. When they don't, leaders end up frustrated, staff ends up confused, and great visions are unrealized. The process of gaining traction starts here. Clarify your vision and you will make better decisions about people, processes, finances, strategies, and customers.

Chapter 4 — The People Component: Surround Yourself with Good People

The right people are the ones who share your company's core values. They fit and thrive in your culture. They are people you enjoy and make your organization a better place to be. The right seat means they are operating within their area of greatest skill and passion and that their roles and responsibilities fit their personal core focus.

Chapter 5 — The Data Component: Safety in Numbers

Anything that is measured is improved. A Scorecard is a handful of numbers that can tell you at a glance how your business is doing. They allow you to have an absolute pulse on your business. They should include weekly revenue, cash balances, weekly sales activity, customer satisfaction/problems, accounts receivable and payable, and client projects or production status, etc.

Chapter 6 — The Issues Component: Decide!

The fourth essential component of gaining traction is having the discipline to face your organization's issues as they arise. The better you are at solving problems, the more successful you become. Lack of decision, or procrastination, is one of the major causes of failure. Most leadership teams spend their time discussing the heck out of everything but rarely solving anything.

Chapter 7 — The Process Component: Finding Your Way

Nothing can be fine-tuned until it is first consistent. The Process Component is strengthened through your understanding of the handful of core processes that make up your unique business model. You have to make sure that everyone in your organization understands them, values them, and follows them. This component is often taken for granted and undervalued by entrepreneurs and leaders.

Chapter 8 — The Traction Component: From *Luftmensch* to Action!

Gaining traction means making your vision a reality. Mastering the first five components is essential before tackling this component. When they are strong, you will take off in the right direction—toward your vision. There are two disciplines needed to gain traction. First, everyone must set specific, measurable priorities ("Rocks"). Second, you must meet better as an organization ("Meeting Pulse").

Traction

Chapter 9 — Pulling it All Together: The Grand Journey

What is new about the Entrepreneurial Operating System (EOS) is the way that the Vision, People, Data, Issues, Process, and Traction Components have been assembled into a complete system for running an entrepreneurial organization. The reason EOS works in any kind of organization is that it's based on human nature. The entire system is built around how people really operate.

Chapter 10 — Getting Started

To help get the fastest results in the shortest time, begin by creating your Accountability chart. Determine the right structure for your organization. Put the right people in the right seats. Then set your Rocks. Begin holding 90-day and Weekly Impulse meetings. Implement your Scorecard. Start with Traction first and then identifying your vision. Finally, give everyone a number.