

# CultureShoc™

engaging teams • shocking results



# THE EOS MODEL

The EOS Model™ provides a visual illustration of the Six Key Components™ of any business that must be managed and strengthened to be a great business. This model applies to big and small businesses alike, in any industry.

## The Six Key Components of Any Business

**Vision.** Strengthening this component means getting everyone in the organization 100% on the same page with where you're going and how you're going to get there.

**People.** Simply put, we can't do it without great people. This means surrounding yourself with great people, top to bottom, because you can't achieve a great vision without a great team.

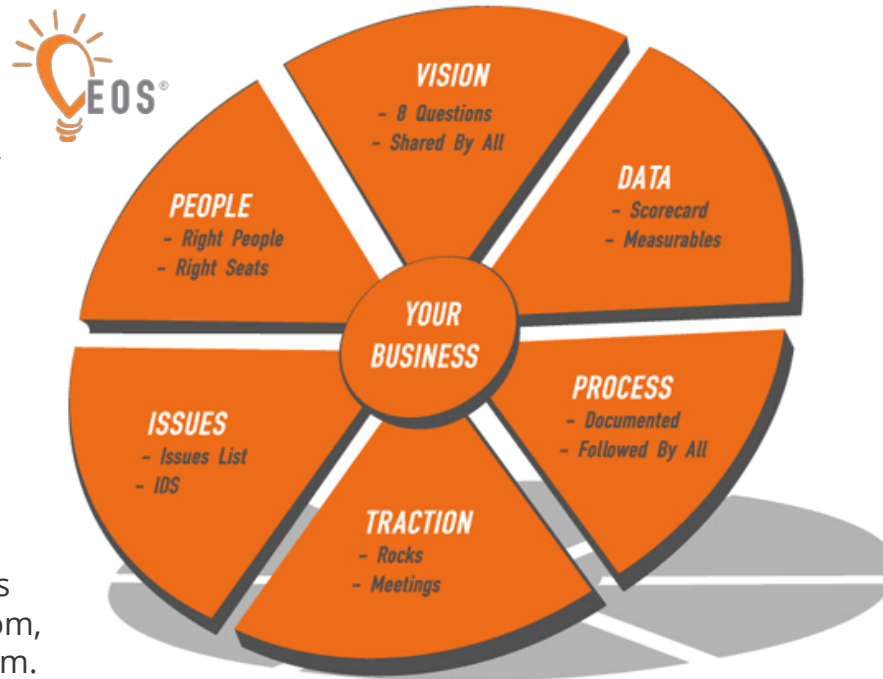
**Data.** This means cutting through all the feelings, personalities, opinions and egos and boiling your organization down to a handful of objective numbers that give you an absolute pulse on where things are.

With the Vision, People, and Data Components strong, you start to create a lucid, transparent, open and honest organization where everything becomes more visible and you start to "smoke out all the issues," which leads to...

**Issues.** Strengthening this component means becoming great at solving problems throughout the organization – setting them up, knocking them down and making them go away forever.

**Process.** This is the secret ingredient in your organization. This means "systemizing" your business by identifying and documenting the core processes that define the way to run your business. You'll need to get everyone on the same page with what the essential procedural steps are, and then get everyone to follow them to create consistency and scalability in your organization.

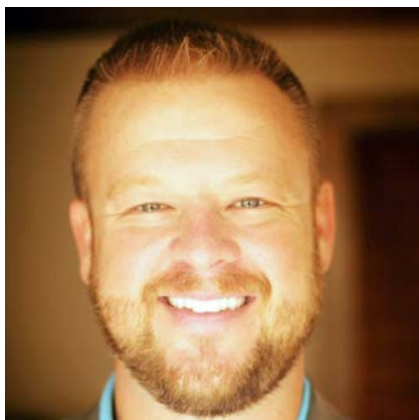
**Traction®.** This means bringing discipline and accountability into the organization – becoming great at execution – taking the vision down to the ground and making it real.



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Ron Kaminski – Visionary, Keynote Speaker, EOS® Certified Implementer

For 15 years Ron Kaminski has helped companies build high performance teams, with over 1,000 sessions under his belt. An expert in workplace culture and leadership development, Ron focuses on getting companies better at *Vision*—company alignment; *Traction*—instilling discipline and accountability; and *Healthy*—cohesive leadership. Winner of the 2017 Northeast Ohio's Smart 50 Award, Ron has served as board member of Entrepreneurs' Organization (EO) Cleveland Chapter, U.S. Central Chapter, and EO Global. When he isn't helping companies tap their full potential, Ron is still always on the go...probably off taking his family on some new adventure or paddle boarding on the lake.