

August 2016 Tips

Welcome to the inaugural issue of the monthly *"Tips for the Traction Tribe"* (TTT – you know we have to have an acronym!) As my client base has grown, I have seen the need for more communication regarding tips and techniques for creating – ***a company that gives you everything you want!***

The TTT is my opportunity to talk with my EOS family about the way we operate at a deep level that other people just don't normally get.

We will cover FAQ, announce new EOS tools and books, cover techniques and highlight other resources that will help you.

I NEED YOUR HELP! For me to address the most relevant needs, I need to hear from you. ***So please call or send me your questions and Vina will schedule us.***

My biggest goal is your success. I know that sounds trite. But it is not to me! Your session fee includes my unlimited availability (without additional fee). If you have a question or issue – call me. If we can solve your issue by phone/webinar that is great. But if we need to get together in person – I am happy to do that (including buying a plane ticket at my expense).

How to make "Shared By All" a Reality

This month, we're going to discuss "Shared by All." Remember that people have to hear something seven times before they hear it for the first time. Once your leadership team get real clarity on the "Eight Questions" on the Vision/Traction Organizer (V/TO), you must get it "Shared by All" -- through constantly talking about it with your employees.

Here are seven ways to communicate your Vision:

1. **State of the Company All-hands Meetings.** Schedule a brief monthly or quarterly (most do quarterly) meeting with all employees invited. Most people do this at a regular time, for example, 4:00 pm on the 3rd Monday of the month/quarter. For remote locations, you could do it at each location – but that takes a lot of time. Try having employees attend either in person, by phone, Skype, GoToMeeting or you can even stream it. (Ask one of your millennials how to do it.)

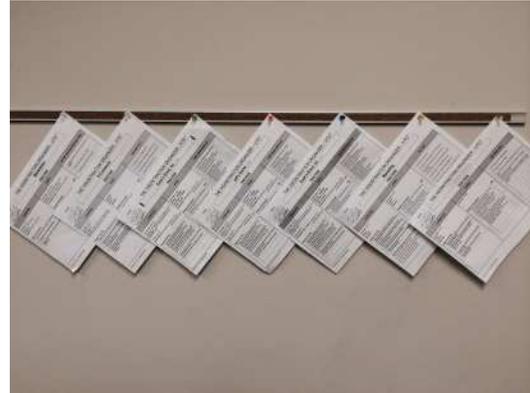
"State of the Company Agenda"

- Update - last Quarters accomplishments (goals completed), and the priorities for the next quarter.
- Talk about your Core Values (the Speech, examples of employees who demonstrated a CV (might focus on just one or two Values each meeting). You might even install a program to recognize those who are standouts in CV (see #4). For those who miss it – or maybe new employees, you might even video it for later viewing (see #2).

2. **Film your company message.** You can video it and post on YouTube and you can make it private so only those with the URL can see it. Here is an example [State of the Company Video](#) --

and some help [Top Ten Tips for a GREAT Corporate Video](#). While the example is not an EOS company, you get the idea. It could be personal video or you could just video you presentation to the group that is present. It doesn't have to be professional -- use a smart phone or your laptop camera and film yourself. All you have to do is talk about the stuff in item #3. Maybe this becomes a Company or Individual Rock for next quarter.

3. Post V/TO information on the walls. Most clients post Core Values, but don't forget to think about the other parts of your Vision: your Core Focus, 10 Year Target, Marketing Strategy, or even the 3 Year Picture, 1 Year Goals, and this quarter's company rocks. One advanced client posts on the wall not only the Company V/TO but the Department V/TOs.



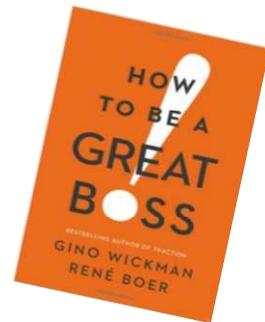
4. Have "Core Values Recognition" program. It doesn't have to be all that formal. Look for employees who are living your Core Values in concrete ways. Tell a story about how you "caught" them living one of your Core Values, and thank them publicly. You could identify the employees during "Employee Headlines" in your Level 10 and then recognize through the program you have created.

5. Send a regular "From the Visionary" or "From the Integrator" email. Tell great stories that illustrate your Vision.

6. Visit Departmental Level 10 meetings. While conducted by your Senior Leadership Team, coordinate a visit to get in touch and boost the morale of the troops. Take a few minutes to repeat yourself regarding the Vision. Everyone wants to know what's going on and where you plan to go from the top.

7. Invest in books for your team. We have just added a **NEW BOOK**: *How to be a Great Boss*, by Gino and Rene Boer. Start with these:

- *Traction: Get a Grip on Your Business* - a user's manual for EOS
- *Get A Grip* - a story or fable of a company installing EOS
- *Rocket Fuel* - about the Visionary/Integrator relationship.
- *How to be a Great Boss*, by Gino and Rene Boer. You can pre-order on Amazon: <http://amzn.to/2b8gpCa>



WHEW! I know that is a lot of things to do. But pick a couple each quarter and soon your Vision will be "Shared by All."

Love to hear from you! Have you found other ways to communicate your company's Vision?

Stay Focused

Wayne

PS: It's an honor to serve you in helping get "more of what you want." Please call/text/email me anytime. My cell is 678-362-7734.