

## Greetings Fellow Entrepreneurs and EOS Clients!

April 2017

Last week I attended the first national **Conference for Companies Running on EOS**. It was fantastic in so many ways. The highlight for me was a keynote by our founder and leader Gino Wickman. He was in rare form – as he helped everyone realize they were part of something very special – a community of entrepreneurs who are passionate about business and their personal lives, vulnerable and willing to admit we make mistakes and are constantly searching how to better serve others –clients, employees, customers, and our families.

The breakout sessions were also highly acclaimed as EOS Implementers did “Deep Dives” into the more critical elements of EOS. Next year this conference is tentatively planned for the end of April 2018. I will keep you posted.

We have a new book coming out in September authored by Gino and my good friend and EOSI Tom Bouwer. The title is: **“What the Heck is EOS?”** The book is written for all employees in a company that is running on EOS. It’s all about helping to get buy-in as well as getting everyone 100% of the same page. I have summarized below the main content of the first chapter. This along with the free downloadable first Chapter should be part of your EOS “roll-out” and quarterly State of the Company meetings. It also helps to explain to others just what you are doing in your business.

### **So, what the heck is EOS?**

Before answering that question, it’s important to first understand that every company has an **operating system**, whether it has a name or not. That system is the way a company organizes all of its human energy. It’s the way that the people in the organization meet, solve problems, plan, prioritize, follow processes, communicate, measure, structure, clarify roles, lead, and manage.

It’s hard to understand the operating systems of most companies because the leadership teams aren’t consistent in how they do the above. This inconsistency leads to poor communication, dysfunction, and employees feeling frustrated and confused about what the priorities are. Ultimately, the company never realizes its full potential.

#### **Why one operating system?**

The short answer is that everyone doing it their own way in an organization can’t work. You can’t have a company where everyone can set the priorities, meet the way they want to meet, and use different terminology.

#### **Why EOS?**

So, why this operating system? Because it works! More than 50,000 companies all over the world run on EOS. It’s a complete, simple, and powerful operating system. It helps companies grow to achieve their vision and goals more effectively.

It also gives the employees of those companies a well-defined structure in which they can grow, feel more fulfilled in their work, and achieve their personal goals. It helps them feel more “in-the-know” about what’s going on. When you understand what the priorities of the company are, it helps you play your part in achieving them.

### **What Does EOS Do?**

EOS® is a complete set of simple and practical tools to help entrepreneurs get what they want from their businesses. Implementing EOS will help leadership teams get better at three things:

- **Vision**—getting everyone in the organization 100% on the same page with where they’re going, and how they plan to get there
- **Traction**®—instilling focus, discipline, and accountability throughout the company so that everyone executes on that vision—every day
- **Healthy**—helping leaders become a more cohesive, functional, healthy leadership team

To download chapter one of ***What the Heck is EOS?***, [click here](#).

REMEMBER – I am always available for your questions and comments. I try to respond the same day. My cell: 678-362-7734 or you can email me [wayne@kurzengroup.com](mailto:wayne@kurzengroup.com)

Stay focused,

A handwritten signature in blue ink, appearing to read "Wayne".