



# THE VISION/TRACTION ORGANIZER™

Organization Name: \_\_\_\_\_

## V I S I O N

<p><b>CORE VALUES</b></p>	<p>1. 2. 3. 4. 5.</p>	<p><b>3-YEAR PICTURE™</b></p>
<p><b>CORE FOCUS™</b></p>	<p><b>Purpose/Cause/Passion:</b></p> <p><b>Our Niche:</b></p>	<p><b>Future Date:</b></p> <p><b>Revenue:</b></p> <p><b>Profit:</b></p> <p><b>Measurables:</b></p> <p><b>What does it look like?</b></p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p>
<p><b>10-YEAR TARGET™</b></p>		
<p><b>MARKETING STRATEGY</b></p>	<p><b>Target Market/"The List":</b></p> <p><b>3 Uniques™:</b> 1. 2. 3.</p> <p><b>Proven Process:</b></p> <p><b>Guarantee:</b></p>	



# THE VISION/TRACTION ORGANIZER™

Organization Name: \_\_\_\_\_

## TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																
<p><b>Future Date:</b>  <b>Revenue:</b>  <b>Profit:</b>  <b>Measurables:</b></p> <p><b>Goals for the Year:</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p> <p>With your cursor in the last row, press Tab to add another row.</p>	<p><b>Future Date:</b>  <b>Revenue:</b>  <b>Profit:</b>  <b>Measurables:</b></p> <p><b>Rocks for the Quarter:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr><td>1. _____</td><td></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> </tbody> </table> <p>With your cursor in the last row, press Tab to add another row.</p>		Who	1. _____		2. _____		3. _____		4. _____		5. _____		6. _____		7. _____		<p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p> <p>8. _____</p> <p>9. _____</p> <p>10. _____</p> <p>With your cursor in the last row, press Tab to add another row.</p> <p><b>Prioritize</b></p> <ul style="list-style-type: none"> <li>- Identify</li> <li>- Discuss</li> <li>- Solve</li> </ul>
	Who																	
1. _____																		
2. _____																		
3. _____																		
4. _____																		
5. _____																		
6. _____																		
7. _____																		