



What is EOS (and How Can It Help the Family Business)?

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Stop and think for a moment on how a family business really begins. It usually looks something like this. Mom or dad have an itch to own their own business. They want a piece of the American dream. To be their own boss. To captain their own ship. So, they jump feet first into the fire.

Of course, it's survival mode from day one. To make ends meet, they recruit family members to help out. Family is the first place they look for help because they trust them, and they'll probably work for free. Maybe their spouse does the bookkeeping or the website (neither of which they've done before). The kids tag along on jobs or customer calls. Someone else answers the phone and emails.

Before you know it, the business gets legs and begins to grow, and everyone stays on because it's easy and cheap and it's what they know. However, there isn't much of a vision aside from keeping the bills paid and staying in the black. There's really no organizational chart because everyone is doing everything regardless of skill or desire. The only number anyone is watching is total sales versus total expenses. Is more money coming in than going out?

This system works for a while. And, even with the chaos and confusion, everyone wants to keep it that way. It feels safer when the family feels they have control of everything. But ultimately, it stifles growth and creates confusion.

So often in family business, arguments, stress, frustration, and disagreements stem from family and team members not knowing the answers to questions like:

- What are our most pressing priorities?
- Am I doing a good job?
- Are we hitting our numbers?
- Or what are our numbers in the first place?
- How will we know when we're successful?

And what got the family's business started, the way of doing things, the original operating system, needs an upgrade. But like all upgrades, whether it's your iPhone or your computer, it's painful. And we avoid what's painful until the pain of change outweighs the pain of staying the same.

So, what's a family business to do? It's a question we wrestled with in my family's business and it's a question every family business I meet wrestles with.

They could try reading the latest business books and doing it themselves, but they're already overwhelmed with the business. Learning something new, then trying to implement it isn't realistic. And they'll keep with it until something brighter and shinier comes along or another fire pops up.

Instead, family businesses need a simple-to-understand approach that will fundamentally change the way they do business. Not the latest business book or a seminar. I'm always on the lookout for tools that family businesses can use to keep up with the competition. And when I discovered EOS, the Entrepreneurial Operating System, I knew I found something that can truly make a difference.

EOS is a complete set of simple, proven tools that helps business:

- Get 100% on the same page of where they want to go and how they'll get there;
- Put the right people in the right seats;
- Select the right numbers to give you a pulse of the organization
- Help you and your team become great problem solvers so issues are solved permanently
- Systemize your core processes so the most important work is done the right and best way every time
- And ultimately, gain traction meaning instilling discipline and accountability in your organization.

But the biggest benefit of upgrading to EOS is clarity. This is where it provides so much value for family businesses. By taking the mystery out of where the company is headed; what's expected of everyone; what numbers really matter; what the real issues are; and how to establish a rhythm, family businesses can achieve peace of mind for the family and the business.

If you're struggling to get a handle on your family business, consider implementing a system like EOS. That way, you can clarify your vision for the business and take the best steps to bring it to life.

REAL. SIMPLE. RESULTS.

BUILD A BETTER BUSINESS. **LIVE A BETTER LIFE.**

There's a reason over 100,000 companies around the world use EOS® Tools to run their businesses. The Entrepreneurial Operating System® helps them better prepare for obstacles and opportunities, solve issues at the root, and gain more traction in their companies.

Stop holding back out of fear. Start charging forward with confidence.

EOS WILL HELP YOUR LEADERSHIP TEAM GET BETTER AT **THREE THINGS**:



VISION

Getting everyone in your organization 100% on the same page with where you're going and how you plan to get there.



TRACTION®

Instilling discipline and accountability throughout the company so that everyone executes on that vision — every day.



HEALTHY

Helping your leaders become a more cohesive, functional, healthy leadership team.

PUT YOUR BUSINESS **ON OFFENSE**

Schedule a **FREE 90 Minute Meeting** with me to get started.

ARE YOU RUNNING YOUR BUSINESS OR IS IT RUNNING YOU?

EOS can help you navigate common business frustrations:

- **People** (not all on the same page)
- **Control** (lack thereof)
- **Profit** (not enough)
- **Hitting the ceiling**
- **Nothing is working**



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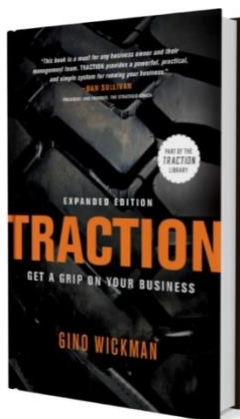
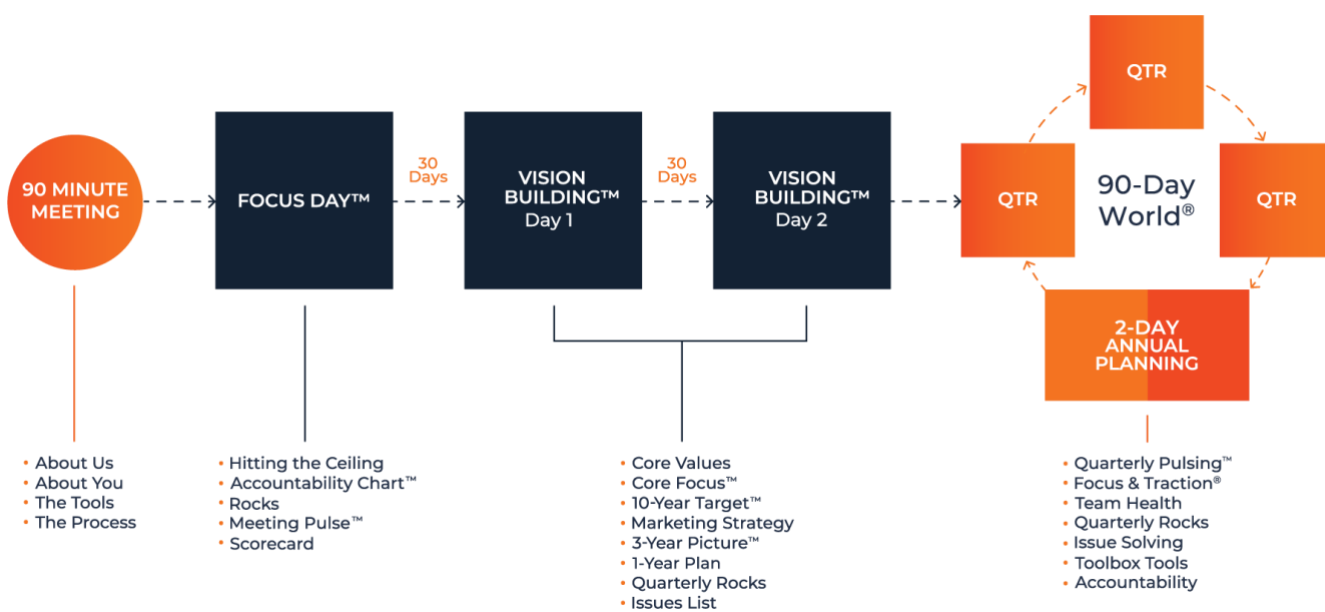
THE EOS MODEL®

The EOS Model is a visual illustration of the Six Key Components™ of any business that must be managed and strengthened to be a great organization. This model applies to entrepreneurial businesses in any industry.



THE EOS PROCESS®

The EOS Process provides a proven way to put all the pieces together, incorporating each of the EOS Tools in the right order to best strengthen each Key Component of your business.




EOS IS IDEAL FOR:

Growth-minded companies open to a game changing way of operating. EOS gives teams of 10-250 employees the tools they need to finally gain traction in their business, achieve their goals, and build a strong team culture.

CLARIFY, SIMPLIFY, AND ACHIEVE YOUR VISION SCHEDULE A FREE 90 MINUTE MEETING

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