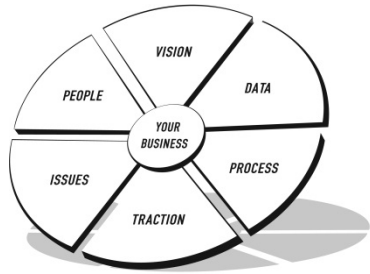


THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

VISION

CORE VALUES	1. — 2. — 3. — 4. — 5. — —	3-YEAR PICTURE™
	CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p> <p>Future Date:</p> <p>Profit: \$</p> <p>Measurables:</p> <p><u>What does it look like?</u></p> <ul style="list-style-type: none"> • • • • • • • • • • •
10-YEAR TARGET™		
MARKETING STRATEGY	<p>Target Market:</p> <p>Three Uniques: Borrowers</p> <p>1. 2. 3.</p> <p>Three Uniques: Business Partners</p> <p>1. 2. 3.</p> <p>Proven Process:</p>	



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																		
<p>Future Date: Minimum: Max: Measurables:</p> <p>Goals for the Year:</p> <table border="1"> <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> </table> <p style="text-align: center;">2 YEAR PLAN</p>	1.		2.		3.		4.		5.		6.		7.		<p>Future Date: Measurables: See Attached Monthly Closing Metrics</p> <p>Rocks for the Quarter:</p> <table border="1"> <thead> <tr> <th></th> <th style="text-align: center;">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>		Who	1.		2.		3.		4.		5.		6.		7.		<table border="1"> <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> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </tbody> </table>	1.		2.		3.		4.		5.		6.		7.		8.		9.		10.	
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