

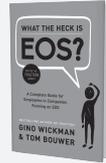
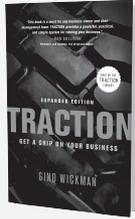
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THE E S LIFE

How to Live Your Ideal Entrepreneurial Life

GINO WICKMAN



BenBella Books, Inc.
Dallas, TX

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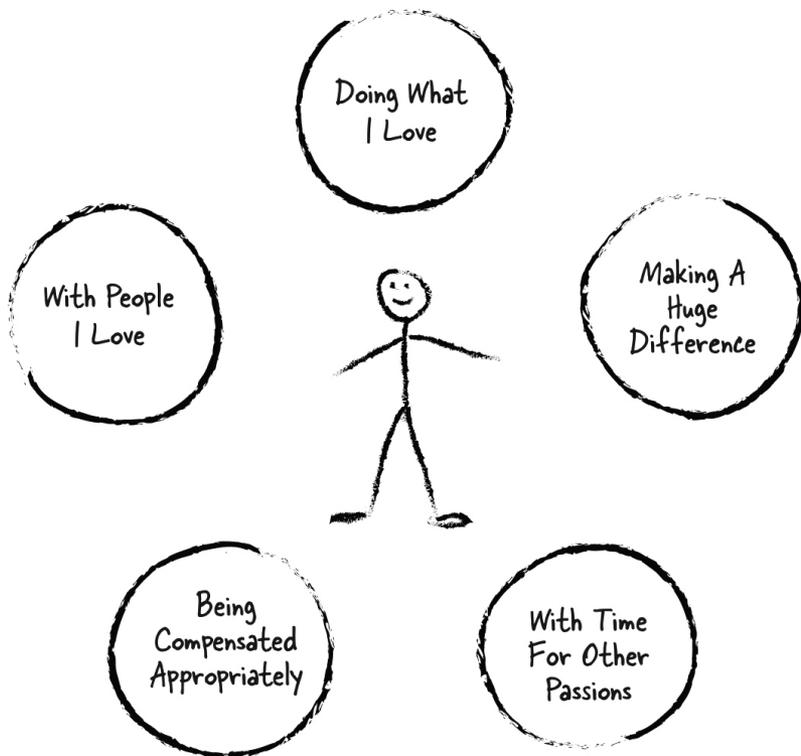
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better anchor those points in your mind. Also, countless studies have shown how much more effective it is to write by hand than type. You retain more, you spark your creativity, and you learn more. Once you finish this book, I urge you to review your journal/notes every quarter going forward.

Let's begin your journey by drawing the following EOS Life Model in your journal:



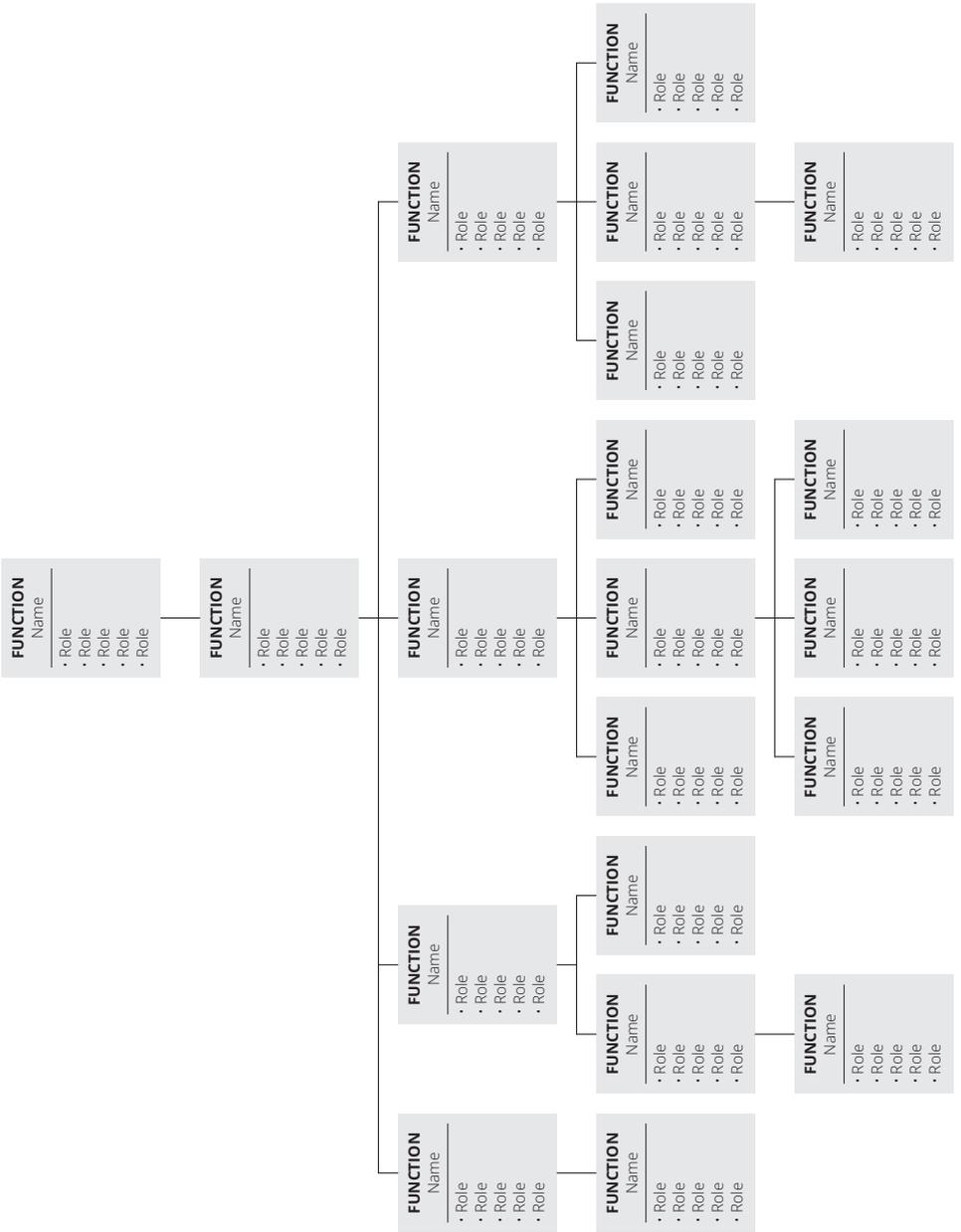
DELEGATE AND ELEVATE™

Love Doing It and
Great at Doing It

Like Doing It and
Good at Doing It

Don't Like Doing It and
Good at Doing It

Don't Like Doing It and
Not Good at Doing It



Once your Accountability Chart is complete, each function with its roles is a “seat” that needs to be filled. While there are many benefits of the Accountability Chart in the greater context of EOS (right structure, reporting, roles and responsibilities), the Accountability Chart in the context of The EOS Life has just one goal: the seat you occupy on the chart must reflect your personal sweet spot. If you are the Visionary, make sure your function and your roles reflect that. The same applies if you are the head of marketing, VP of operations, a customer service representative, or whatever function. For example:

|

VISIONARY

Anna Alvarez

- Culture
- Company Vision
- Creative Problem Solving
- Selling
- Research and Development

If you are the CFO, here's what your seat might look like:

|

CFO
Liam Wilson

- Lead, Manage, and Accountability
- Finance and Accounting
- Reporting
- IT
- Human Resources

Why will using this tool help you achieve The EOS Life?

By clearly understanding the Delegate and Elevate tool, delegating something every quarter, and ensuring your Accountability Chart seat is a perfect match for you, you will move the needle faster.

Understanding and implementing this first point of The EOS Life—doing what you love—is the main ingredient in the recipe. Each of the following points of The EOS Life will build on each other. As we add the other ingredients, they will expedite the process of your doing what you love and greatly magnify its benefits.

THE PEOPLE ANALYZER™						
Name	<i>Be Humbly Confident</i>	<i>Grow or Die</i>	<i>Help First</i>	<i>Do the Right Thing</i>	<i>Do What You Say</i>	
Charlotte						
Alexander						
Zahra						
Gabriel						
The Bar	+	+	+	+/-	+/-	

You must always hire, fire, review, reward, and recognize with your Core Values in mind. Within one year of doing this, you'll be happier. That's because, on average, 20% of your personnel will have turned over. The ones that didn't fit are gone, replaced by ones who do. Incidentally, the ones that leave typically find a company that aligns with their Core Values and thrive there.

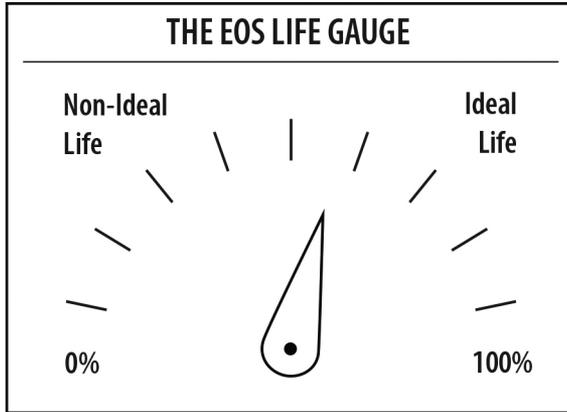
Derek Pittak was the Integrator for TalentLaunch, a Cleveland-based nationwide network of independently operated staffing and recruitment firms under common ownership. Solidifying their Core Values and applying the People Analyzer to everyone opened their eyes. He and his Visionary, Aaron Grossman, removed three members from the leadership team and ultimately removed half of the employees over the next

negotiable, insatiable beast that eventually will devour you. Let's say you set your 100% at 50 hours a week, 48 weeks a year. You must live by that. You must protect that with your life! Literally!

Think of the container as your work capacity. If that capacity is exceeded for a long period, you will suffer terrible consequences. For some people it's burnout. Some have their spouses file for divorce. Some lose all of their friends. You may take on so much stress that you have an adverse health event, like high blood pressure, stroke, or heart attack. To avoid these outcomes, you must manage capacity.

If you think about your seat in the Accountability Chart, you can determine the time commitment needed to do your job well.



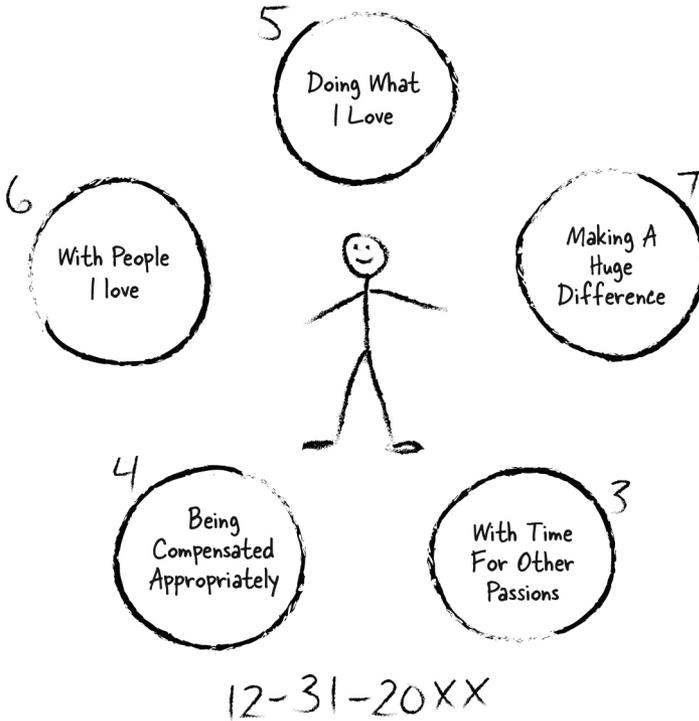


Once you clearly understand the five points of your ideal life, you will see opportunities to improve. Dan Sullivan says, “Our eyes only see, and our ears only hear, what our brain is looking for.”

This is an iterative process and it is hard work. Greatness does not come easy. Jim Collins says, “Mediocrity stems from chronic inconsistency.” You must consistently move the needle every quarter.

Let’s return to the EOS Life Model at the beginning of this book, which you drew in your journal. Please turn back to that page in your journal and rate yourself on a scale of 1 to 10. Put your score in each circle. A 10 rating represents 100% achievement of that point. The objective is now to increase at least one of those numbers every quarter. If you do that consistently, you’ll move the needle. You are striving to get to all 10’s in each of the five points, which is utopian and borderline impossible. If you score all 8’s, you are living The EOS Life.

The EOS Life Model



Now it's time to add the date (below the drawing) by which you will be living The EOS Life. Make a commitment to yourself. Earlier I mentioned 10 years, but it may not take you that long. You may have rated yourself all 7's and are living a pretty darn good life right now. You may decide you can do it in two years. Or you may have rated yourself all 2's and you have a long way to go. Ten years might not be enough.

Regardless, put a stake in the ground. Stop to calculate about how long it will take you to fully be living your ideal