

# How EOS Transformed My EDC

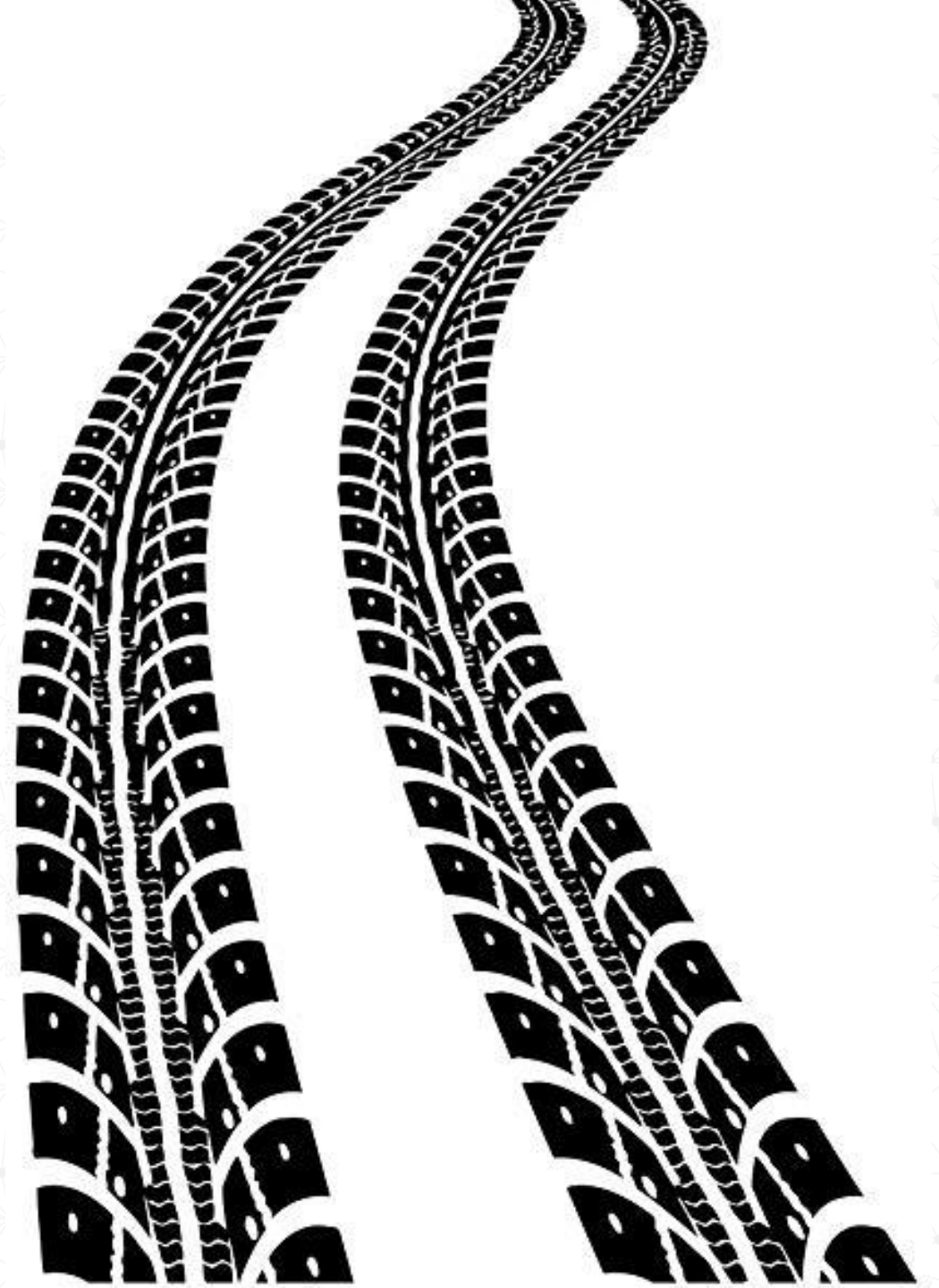
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LAKESHORE  
ADVANTAGE

WEST MICHIGAN'S BUSINESS ADVANTAGE

[www.LakeshoreAdvantage.com](http://www.LakeshoreAdvantage.com)



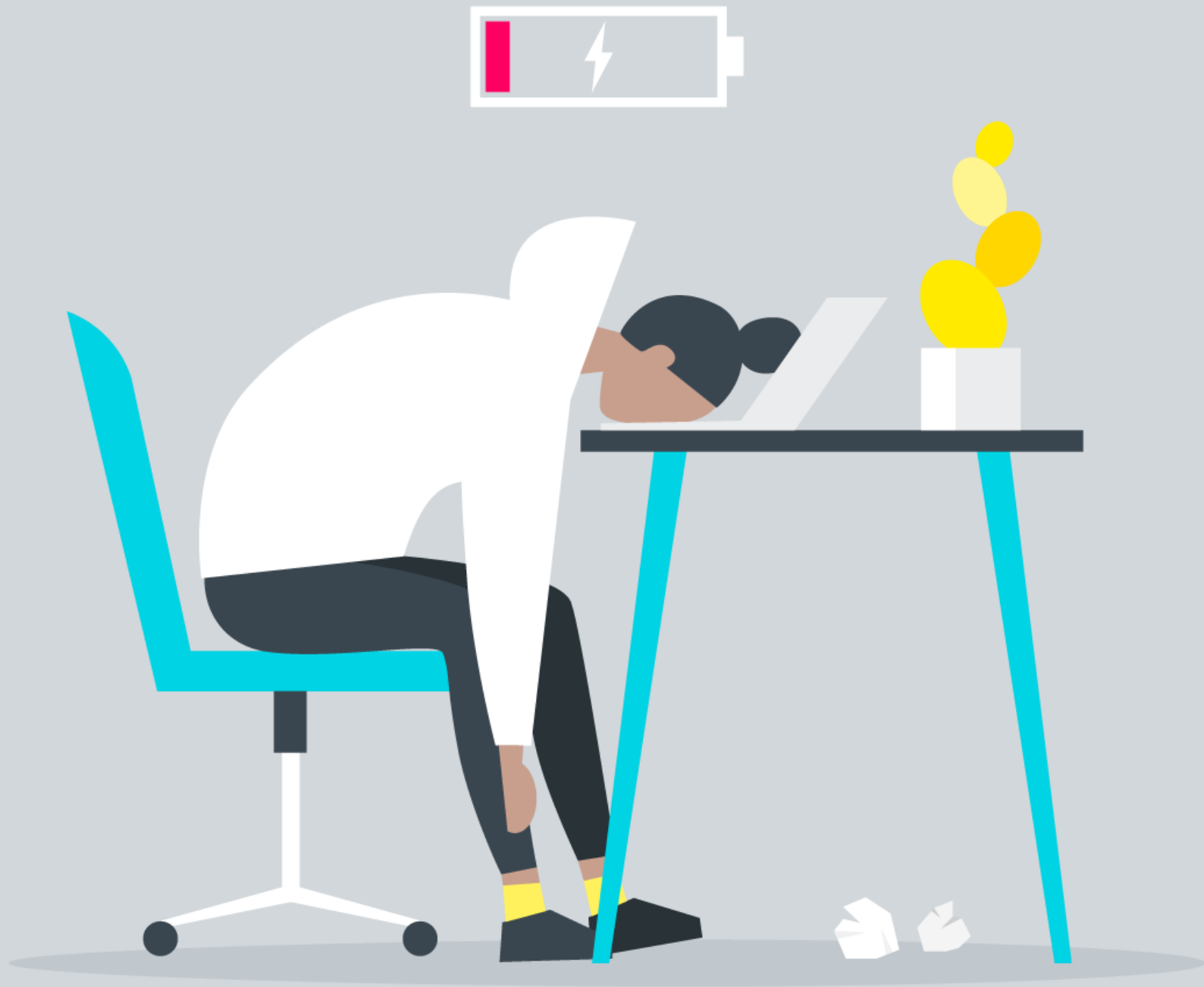
# New Lakeshore Advantage President Jennifer Owens: 'This is absolutely my dream job'

By **Brian.VanOchten**

Posted Apr 21, 2014 at 9:31 AM



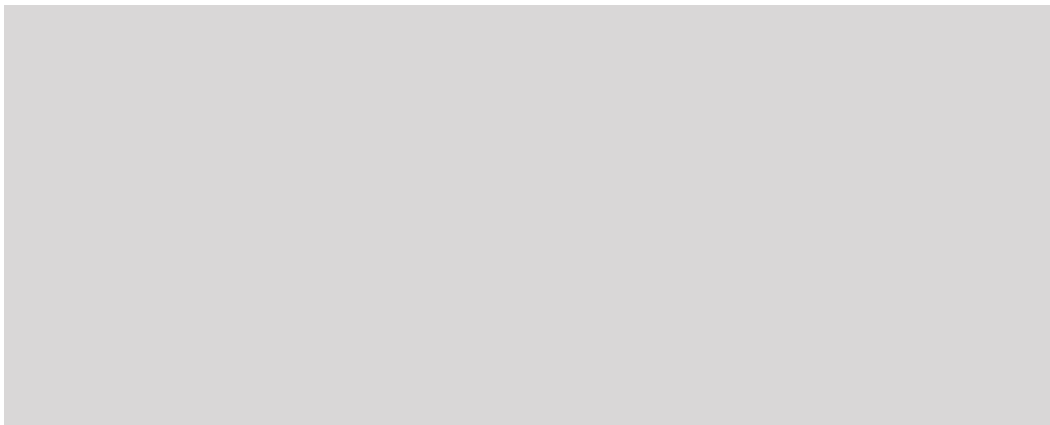






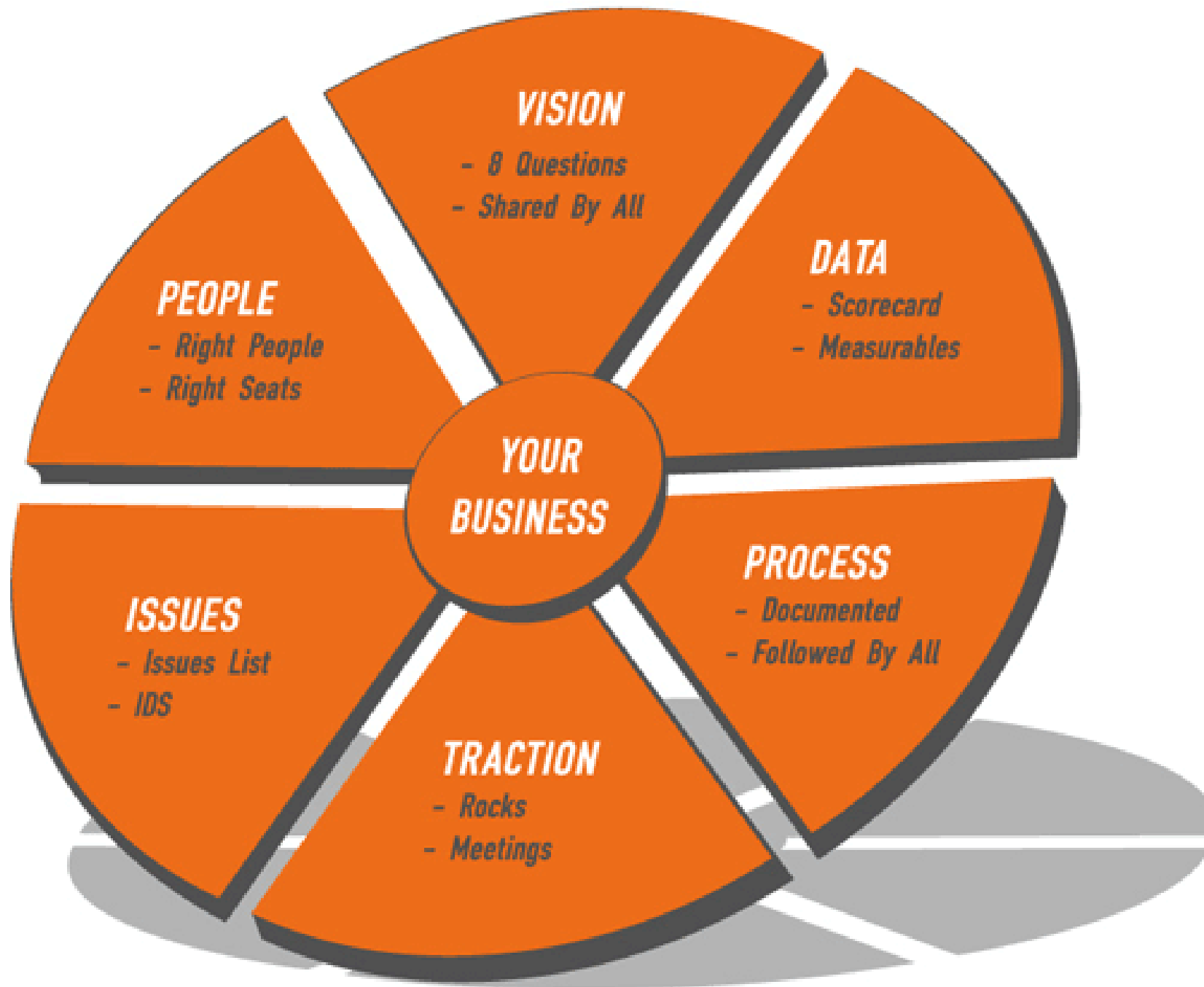


# THE EOS JOURNEY

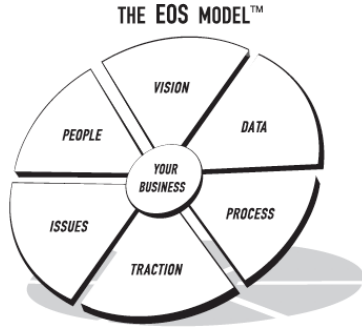




JUMP!








# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: \_\_\_\_\_

## VISION

<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>Purpose/Cause/Passion: _____</p> <p>Our Niche: _____</p>	<p>Future Date: _____</p> <p>Revenue: _____</p> <p>Profit: _____</p> <p>Measurables: _____</p> <p><u>What Does It Look Like?</u></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><b>10-YEAR TARGET™</b></p>	<p>_____</p> <p>_____</p>	
<p><b>MARKETING STRATEGY</b></p>	<p>Target Market/"The List": _____</p> <p>Three Uniques: 1. _____          2. _____          3. _____</p> <p>Proven Process: _____</p> <p>Guarantee: _____</p>	



## Our Core Values

### Yes....AND

*We find a way to get to a yes and push hard on ideas to make them stronger*

### Do the right thing

*We take the high road and keep trying new things*

### Work hard + Laugh often

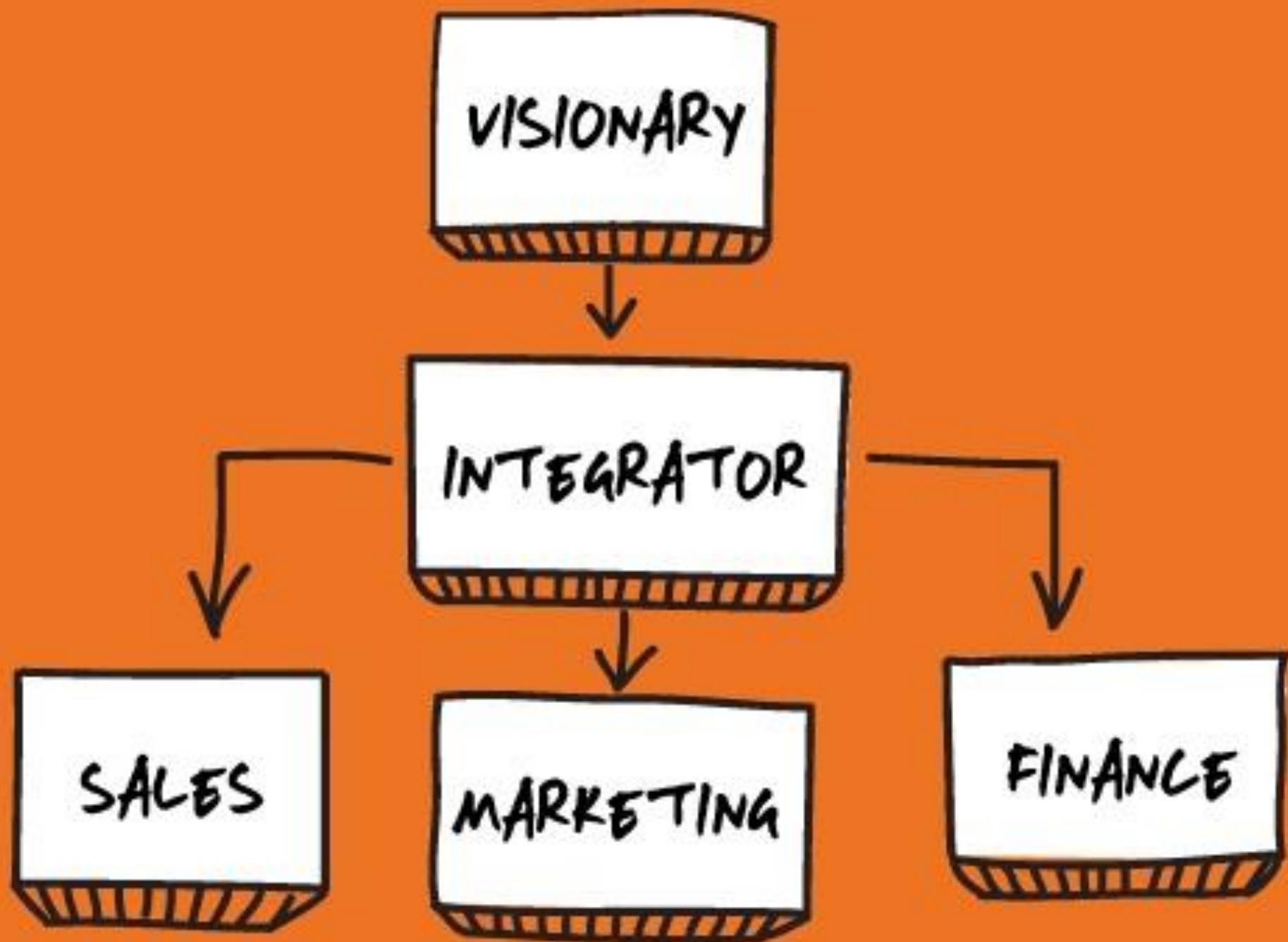
*We are the CEOs of our own responsibilities and have fun every day*

### Come to the rescue

*We problem solve and respond to the bat signal*

### Lead the standing ovation

*We get excited when others win*



**Get it?**

**Want it?**

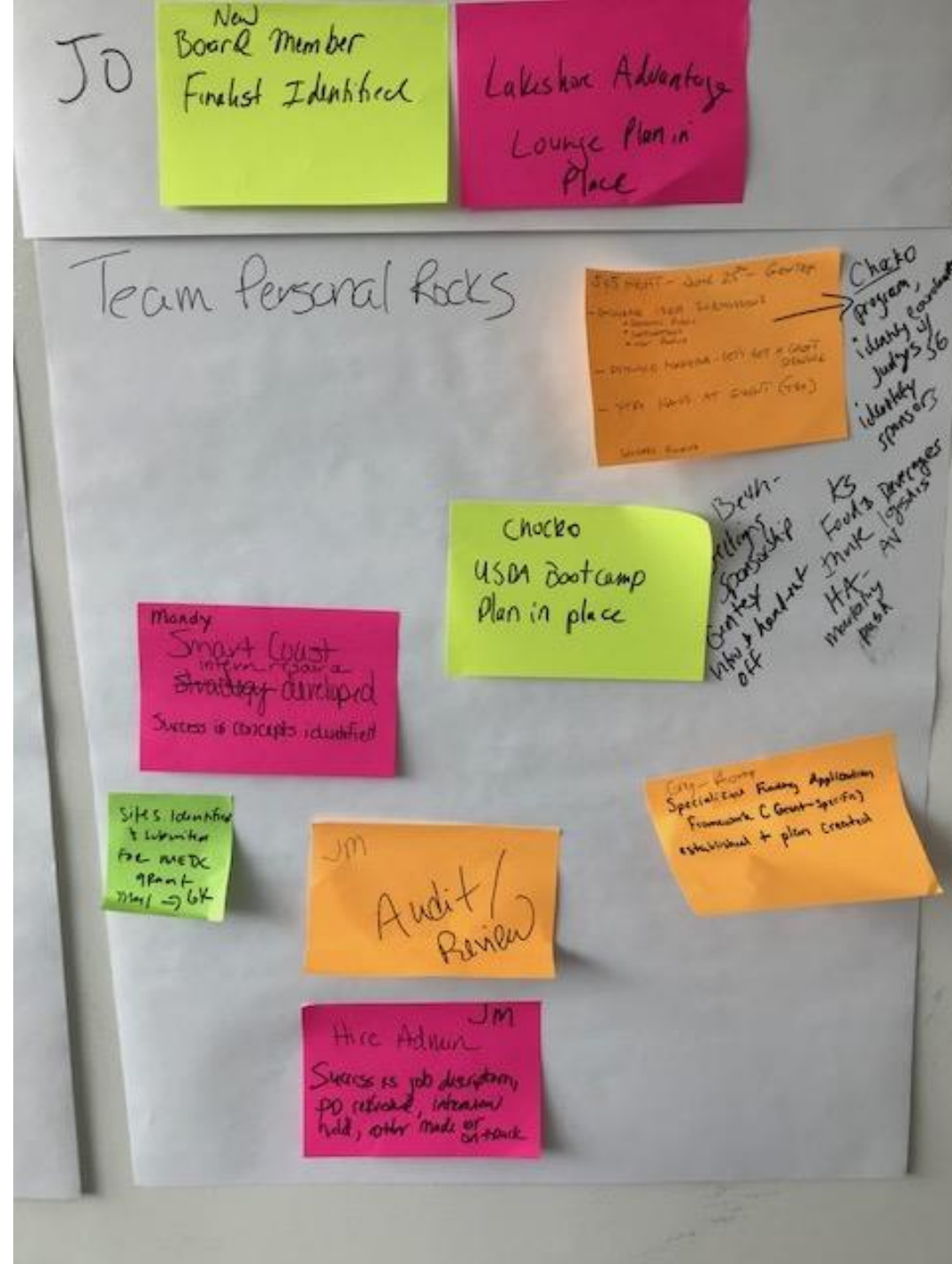
**Capacity to do it?**







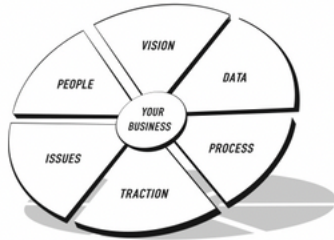
# Everyone Gets A Rock








THE EOS MODEL™



# THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME: Lakeshore Advantage**

## VISION

<p><b>CORE VALUES</b></p>	<ol style="list-style-type: none"> <li>1. Yes...AND</li> <li>2. Do the right thing</li> <li>3. Work hard + laugh often</li> <li>4. Come to the rescue</li> <li>5. Lead the standing ovation</li> </ol>	<p><b>3-YEAR PICTURE™</b></p>
<p><b>CORE FOCUS™</b></p>	<p><b>Passion:</b> Ensuring current and future generations want to live and work in our vibrant economy.</p> <p><b>Our Niche:</b> Supporting primary employers, from startups to grownups. * A primary employer exports goods/services outside of region and brings back wealth.</p>	<p><b>Future Date:</b> 12/31/2020 <b>Revenue:</b> \$1.5M <b>Primary Employers in support area:</b> 600 <b>ROI:</b> &gt;150</p> <p><b>What does it look like?</b></p>
<p><b>10-YEAR TARGET™</b></p>	<p>(Will revisit after we complete our comparative community visits)</p>	<ul style="list-style-type: none"> <li>• Leaders in the Grand Rapids metro area agree on region's value proposition and are sharing it nationally and internationally.</li> <li>• Our economic indicators show that we are competing successfully with our benchmark communities.</li> <li>• Collaboration between employers, schools, non-profits and public-sector leaders has resulted in a significant improvement in the pipeline for in-demand careers.</li> <li>• West Michigan has a robust and interconnected startup community that competes for top technical talent.</li> <li>• We have extended our expertise to a greater support area.</li> </ul>
<p><b>MARKETING STRATEGY</b></p> <p>Business leaders grow companies. We give them an advantage.</p>  <p>West Michigan's Business Advantage</p>	<p><b>Target Market/"The List":</b></p> <ol style="list-style-type: none"> <li>1. Growth minded business leaders/decision makers at current/future primary employers, who see obstacles and opportunities to grow and are willing to ask for help.</li> <li>2. Located in or considering location in Ottawa and/or Allegan Counties.</li> <li>3. Primary employers with headquarters outside region and &gt;100 employees in region.</li> <li>4. Key service providers to our primary employers.</li> </ol> <p><b>Four Uniques:</b></p> <ol style="list-style-type: none"> <li>1. Driven by unique primary research and utilize secondary data to benchmark our region's competitiveness</li> <li>2. Serve as the first point of contact for primary employers and act as a member of their teams to tackle challenges and assist with growth opportunities.</li> <li>3. Cultivate ideas between public and private sectors to position our community for growth.</li> <li>4. Amplify the community's strengths and successes.</li> </ol> <p><b>Proven Process:</b> See proven process chart in LSA Way folder <b>Guarantee:</b> Response within 48 hours</p>	



How help us  
prepare the next 10 years

Picture

- Known as hub for software automation engineers, etc.
- No business would fail to hire them because of lack of talent?
- Lakeshore → people want to live & grow here → diversity is clear
- Community opens up real estate
- Talent driven → Live

Question 4

What advice would you give the new committee to guide their investment decisions?



## Resources

- Books by Gino Wickman
  - What the Heck is EOS?
  - Traction: Get a Grip on Your Business
- Web Resources
  - <https://www.eosworldwide.com>
  - All documents downloadable for FREE
- Don't Go At It Alone: Invest in an EOS Implementor

# Thank you

**Jennifer Owens, President**

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