

# 2 Year Entrepreneurial Operating System (EOS) Course Outline

EOS, the Entrepreneurial Operating System, combines timeless business principles with a set of simple, practical, real-world tools to help entrepreneurs get what they want from their businesses.

EOS Worldwide offers comprehensive courses to entrepreneurs who want to implement EOS effectively within their business.

There are over thirty specific tools in EOS which are covered in 12 classroom setting courses. Each course is designed to help the individual and the company as a whole to understand the importance of each tool and to master the message or use of each tool.

EOS is designed to teach leaders the leadership abilities needed to strengthen the 6 key components of a successful business: Vision, People, Data, Issues, Process and Traction.

## Courses

Course Name	Course Code	Instructor	Type of instruction	Hours	Cost per person
<p><b>FOCUS DAY</b></p> <p>This introduction course dives into the principles of EOS. First, participants will learn why all organizations “hit the ceiling” and the 5 leadership abilities that are required to continuously break through that ceiling. Second, you will create the Accountability Chart for your organization, creating the right structure and clarifying roles and responsibilities. Third, you will establish the first set of Rocks for your organization and each person on your leadership team. Fourth, you will establish The Meeting Pulse for your leadership team and equip them to start experiencing Level 10 Meetings. Fifth, you will create the first draft of your scorecard and teach your team how to use it in their weekly meetings.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Learned the Five Leadership Abilities</li> <li>• Created an Accountability Chart for their organization</li> <li>• Established Company &amp; Individual Rocks for the next quarter</li> <li>• Learned the Level 10 Meeting Agenda</li> <li>• Established a Company Scorecard</li> </ul>	FD17	Daryl Mack	Classroom	10	\$2,000.00

<p><b>VISION BUILDING 1</b></p> <p>In this course participants will review all the tools they implemented in the Focus Day course. Focus will be placed on making sure the tools are working for the leadership team and help everyone towards mastery of each tool. From there you will go to work answering the 8 questions in the V/TO. With your goal being to crystallize the vision of the leadership team, getting everyone on the same page. You will start with discovering what your organization’s Core Values are, then move onto determining what the Core Focus is and finally, defining the 10-Year Target.</p> <p><b>Course Objectives</b></p> <p>After completing the Vision Building Day 1 course, participants will have:</p> <ul style="list-style-type: none"> <li>• Progressed towards mastering the Focus Day Tools</li> <li>• Progressed towards establishing a clear vision for the organization</li> <li>• Progressed towards establishing a clear plan to achieve the vision</li> <li>• Progressed towards clarifying their issues (Issues List)</li> </ul>	VBD117	Daryl Mack	Classroom	10	\$2,000.00
<p><b>VISION BUILDING 2</b></p> <p>In this course we will review all of the tools that we implemented in the Focus Day 1 course. Focus will be placed on making sure the tools are working for the leadership team and get everyone to become comfortable with utilizing the tools. From there you will review the Core Values, Core Focus and 10-Year Target. After which you will go to work answering the remaining 8 questions from the V/TO. With your goal being to crystallize the vision of the leadership team, getting everyone on the same page.</p> <p><b>Course Objectives</b></p> <p>After completing the Vision Building Day 2 session, participants will have:</p> <ul style="list-style-type: none"> <li>• Mastered the Focus Day Tools</li> <li>• Established a clear vision for the organization</li> <li>• Established a clear plan to achieve the vision</li> <li>• Clarified their issues (Issues List)</li> </ul>	VBD217	Daryl Mack	Classroom	10	\$2,000.00
<p><b>QUARTERLY PULSE 1 – EOS MODEL</b></p> <p>In this course we will review your prior quarterly rocks and see how your company did last quarter. Then we will review the entire V/TO making sure everyone is on the same page with the vision for your organization. You will do an exercise to “pull it all together”, review the big picture and see the progress you have made. Lastly, we will conduct a review of The EOS Toolbox to make sure you are aware of all the tools, establish new rocks for the next quarter, tackle/resolve all the key issues, review next steps and conclude.</p> <p><b>Course Objectives</b></p> <p>After completing the session, participants will have:</p> <ul style="list-style-type: none"> <li>• A clear vision, all on the same page</li> <li>• A clear plan for the next quarter</li> <li>• An understanding of the Issues Solving Track (IDS) tool and be able to use it effectively to solve issues permanently in the organization</li> </ul>	QPEM17	Daryl Mack	Classroom	10	\$2,000.00

<p><b>QUARTERLY PULSE 2 – LMA</b></p> <p>This course will improve your leadership and management skills through the introduction of LMA (Leading, Managing and holding people Accountable). In this course you will learn the 5 habits of great leadership and the 5 habits on how to be a great manager. We will review your prior quarterly rocks and assess how you are progressing with the 6 key components. Then we will review the entire V/TO making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b> After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• Understanding of the critical elements of leadership and management and how these create accountability in their organization. The participant will also be able to measure their own progress in this area</li> <li>• Utilized the LMA checklist with your direct reports</li> <li>• A clear understanding of your role as a leader and a manager</li> <li>• Mastery of the Accountability Chart tool</li> </ul>	QLPMA17	Daryl Mack	Classroom	10	\$2,000.00
<p><b>ANNUAL PULSE 1 – TEAM HEALTH</b></p> <p>In this course participants will review prior 1-Year Plan and previous quarterly rocks. You will work on Team Health exercises to strengthen the Leadership Team. You will check the progress that has been made with using the tools followed by a S.W.O.T. Analysis to help you smoke out all of our issues and add them to the Issues List. You will then review the entire V/TO making sure everyone is on the same page.</p> <p><b>Course Objectives</b> After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• An understanding of the 5 dysfunctions of a team</li> <li>• Increased team health</li> <li>• A clear vision, all on the same page</li> </ul>	APD117	Daryl Mack	Classroom	10	\$2,000.00
<p><b>ANNUAL PULSE 2 – 1 YEAR PLAN</b></p> <p>In this course participants will review the 3-Year Picture and create a new 1-Year Plan. You will establish your rocks for the next quarter. Lastly you will tackle all the key issues, review the next steps and conclude.</p> <p><b>Course Objectives</b> After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• A clear plan for the next year</li> <li>• Resolved all the key issues</li> </ul>	APD217	Daryl Mack	Classroom	10	\$2,000.00

<p><b>QUARTERLY PULSE 3 – 8 CASH FLOW DRIVERS</b></p> <p>In this course we will introduce the 8 Cash Flow Drivers. You will learn the 8 measurable drivers that affect cash flow. You will then set measurables and determine which leadership team member is accountable for them. You will also review your prior quarterly rocks and assess how you did last quarter. Then you will review the entire V/TO making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Understanding of the major drivers of cash and profit in your business and identify better Scorecard measurables</li> <li>• Established monthly and quarterly budget</li> <li>• Established monthly and quarterly P&amp;L statement</li> <li>• Established executive level scorecard and KPI's</li> </ul>	QPCFD17	Daryl Mack	Classroom	10	\$2,000.00
<p><b>QUARTERLY PULSE 4 – KOLBE PROFILING</b></p> <p>In this course we will learn about Kolbe Profiling. This powerful tool facilitates an understanding of your conative, instinct-based natural abilities and those of others in your organization. Each participant will take the Kolbe Assessment and we will review and discuss the results and how the results work within your organization. You will also review your prior quarterly rocks and see how your company did last quarter. Then you will review the entire V/TO making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Utilized Kolbe to understand themselves and others around them better. They will also understand the relationship with the Accountability Chart and Kolbe and have a tool that will elevate their hiring practices.</li> <li>• Ensured their organization is healthy by having the right people in the right seats</li> <li>• Established a clear plan for the next quarter</li> <li>• Resolved all key issues</li> </ul>	QPKP17	Daryl Mack	Classroom	10	\$2,000.00

<p><b>QUARTERLY PULSE 5 – CORE PROCESSES</b></p> <p>In this course we will dive into Core Processes using the 3 Step Process Documenter tool. We will identify your organization’s core processes, breakdown each one and document it. Some of these processes may include HR, sales, marketing, operations, accounting and customer-retention. We will also review your prior quarterly rocks and see how your company did last quarter. Then we will review the entire V/TO making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Completed a Core Processes package for the organization</li> <li>• Understood the process required to identify, document and implement the Core Processes in your department and the rest of the company</li> <li>• A clear plan for the next quarter</li> <li>• Resolved all key issues</li> </ul>	QPOCP17	Daryl Mack	Classroom	10	\$2,000.00
<p><b>QUARTERLY PULSE 6 – BACK TO BASICS</b></p> <p>In this course we will introduce the Bac to Basics tool. You will learn the 6-step checklist that will assist you in navigating change and uncertainty. Participants will learn to simplify their decision making, delegate effectively, assess short-term and long-term priorities, systemize and best practices in organization structure. You will also review your prior quarterly rocks and see how your company did last quarter. Then you will review the entire V/TO, making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b></p> <p>After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• Strengthened their leadership abilities to break through the ceiling</li> <li>• An advanced knowledge of the People Analyzer tool</li> <li>• An ability to apply a new Meeting Rhythm</li> <li>• A time management tool to apply to their work tasks and team</li> </ul>	QPB2B118	Daryl Mack	Classroom	10	\$2,000.00

<p><b>ANNUAL PULSE 3 – FOCUS, ACCOUNTABILITY &amp; DISCIPLINE</b></p> <p>In this course we will cover the Clarity Break, Partnership Rules of Engagement, and Delegate and Elevate tools. We will review the 5 foundational tools, the prior year and previous quarterly rocks. You will also review prior 1-Year Plan and previous quarterly rocks. You will work on Team Health exercises to strengthen the Leadership Team. After this we will assess the progress that has been made with the 6 key components.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Understood what you are truly great at and love to do and which roles to delegate as the organization grows</li> <li>• Understood the importance of ‘thinking’ time and working ‘on’ the business and be executing effective, scheduled Clarity Breaks yourself</li> <li>• Have the Foundational Tools completely rolled out</li> </ul>	APFAD117	Daryl Mack	Classroom	10	\$2,000.00
<p><b>ANNUAL PULSE 4 – VISION, TRACTION &amp; HEALTH</b></p> <p>In this course we will cover the 555 tool and the Trust Builders tool in addition to a comprehensive assessment of achieving a minimum of 80% in the six key components: Vision, People, Data, Issues, Process and Traction.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• An understanding of the importance of trust in the organization and will understand and be effectively using these trust builders to build or repair trust with their teams</li> <li>• The ability to run an effective quarterly conversation with their direct reports.</li> <li>• Achieved 80% in the assessment of the six key components</li> </ul>	APVTH217	Daryl Mack	Classroom	10	\$2,000.00

<p><b>MID-MANAGERS – EOS MODEL</b></p> <p>This course dives into the principles of EOS for Mid-Managers. First, participants will learn why all organizations “hit the ceiling” and the 5 leadership abilities that are required to continuously break through that ceiling. Second, you will get clarity on company and individual Rocks for your organization and each person on your leadership team. Third, you will establish The Meeting Pulse for your leadership team and get clarity on Level 10 Meetings. Forth, you will get clarity on your scorecard and teach your team how to use it in their weekly meetings.</p> <p><b>Course Objectives</b></p> <p>After completing the course participants will have:</p> <ul style="list-style-type: none"> <li>• Learned the Five Leadership Abilities</li> <li>• Clarity Accountability Chart for their organization</li> <li>• Clarity on Company &amp; Individual Rocks for the next quarter</li> <li>• Clarity on the Level 10 Meeting Agenda</li> <li>• Clarity on Company Scorecard</li> <li>• Progressed towards improving leadership and management skills</li> </ul>	MME118	Daryl Mack	Classroom	2	\$400.00
<p><b>MID MANAGERS – LMA</b></p> <p>This course will improve your leadership and management skills through the introduction of LMA (Leading, Managing and holding people Accountable) for Mid-Managers. In this course you will learn the 5 habits of great leadership and the 5 habits on how to be a great manager. We will review your prior quarterly rocks and assess how you are progressing with the 6 key components. Then we will review the entire V/TO making sure everyone is on the same page with the vision for your organization.</p> <p><b>Course Objectives</b></p> <p>After completing the Mid-Managers LMA course participants will have:</p> <ul style="list-style-type: none"> <li>• Understanding of the critical elements of leadership and management and how these create accountability in their organization. The participant will also be able to measure their own progress in this area</li> <li>• Utilized the LMA checklist with your direct reports</li> <li>• A clear understanding of your role as a leader and a manager</li> <li>• Mastery of the Accountability Chart tool</li> </ul>	MML118	Daryl Mack	Classroom	2	\$400.00

<p><b>ANNUAL PULSE 5 – FOUNDATIONS OF BUSINESS MODELLING</b></p> <p>In this advanced course we will build on the achievement of attaining 80% strong in the 6 Key Components of Vision, People, Data, Issues, Process and Traction. Participants will learn new techniques to identify market opportunities, transform those opportunities into a new or improved business model, and package new products and services to the marketplace in a clear and effective manner. We will review the current business model and strategy setting the stage for Day 2.</p> <p><b>Course Objectives</b></p> <p>After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• A clear understanding of how to mine new opportunities in an evolving &amp; uncertain marketplace</li> <li>• The ability to apply proven techniques to develop strategy and new business models</li> <li>• A process to package new products and services in a way that creates value for the marketplace</li> </ul>	APFBM317	Daryl Mack	Classroom	10	\$2,000.00
<p><b>ANNUAL PULSE 6 – BUSINESS MODEL FORMATION</b></p> <p>In this advanced course, participants will apply the fundamentals of Foundations of Business Modelling to identify gaps in their current offering, in order to template potential future products and services. Participants will employ the tools to identify new opportunities and the appropriate business model to leverage and monetize them. A Proven Process will be templated to bring the new products and services to market.</p> <p><b>Course Objectives</b></p> <p>After completing the course, participants will have:</p> <ul style="list-style-type: none"> <li>• Defined future product and service offerings.</li> <li>• Learned how to template a business model to leverage future products and services</li> <li>• Applied the step-by-step process to create value for clients and customers.</li> </ul>	APFBM417	Daryl Mack	Classroom	10	\$2,000.00
<p><b>CAJG Information and Links</b></p>					
<p>The Canada-Alberta Job Grant ("CAJG") involves three steps: application, reimbursement, and completion.</p> <p>The following information will assist you in submitting the application portion for the CAJG.</p> <p>CAJG Applicant Guide: <a href="https://www.alberta.ca/assets/documents/CAJG-applicant-guide.pdf">https://www.alberta.ca/assets/documents/CAJG-applicant-guide.pdf</a></p> <p>You may need to register for a MyAlberta Digital ID for Business Account at: <a href="https://cajg-step.labour.alberta.ca/SignIn?ReturnUrl=%2F">https://cajg-step.labour.alberta.ca/SignIn?ReturnUrl=%2F</a></p> <p>Once you have your ID, you can login to the Grants Portal at <a href="https://cajg-step.labour.alberta.ca/SignIn?ReturnUrl=%2F">https://cajg-step.labour.alberta.ca/SignIn?ReturnUrl=%2F</a> to complete your application.</p> <p>We provide you with an estimate which you will need to send along with the application.</p> <p>We also provide you with this 2 Year Entrepreneurial Operating System (EOS) Course Outline which lists the session names and codes for each session. It is important that you submit the application a minimum of 30-45 days before your session's start date which must start within six months from the date of approval.</p>					