



We're glad to have you as a speaker at an EOS event! If you're not familiar with EOS, please take some time to acquaint yourself with our organization, so that you can fully connect with the audience and shine on stage.

EOS stands for Entrepreneurial Operating System. EOS isn't something you add to your business or a software. It is a way of doing business - a framework and set of tools that help businesses improve their operations, communication, and alignment:

HOW: EOS provides a structured approach to running a business, from hiring people to managing marketing and sales. It also helps businesses improve efficiency, accountability, and clarity.



THE EOS MODEL: The EOS Model is a visual representation of Six Key Components® of any entrepreneurial company that business leaders must strengthen to get what they want from their business. The six principles of EOS are Vision, People, Data, Issues, Process, and Traction.

WHO CREATED IT: Gino Wickman created EOS based on his own experience as a successful entrepreneur. He authored the first book, Traction, and several others. Gino is our opening keynote at the 2025 EOS Conference.

Here is the "What Is" page from our website, which features a 2-minute video.

[WHAT IS](#)

Here is a 7 minute interview with Gino Wickman about EOS.

[GINO'S INTERVIEW](#)

Attendees at our event are experienced leadership team members and business owners who come to learn more about how to run on EOS – better.

The 3 Uniques of our EOS Conference are always:

- 1. CONNECT** – with others on their EOS Journey
- 2. LEARN** – new tools, tips and best practices from Subject Matter experts
- 3. STRENGTHEN** – understanding of EOS and how to get more from your business using the operating system.



Thank you for taking the time to learn more about our unique community. If you'd like to dive in further, we would be happy to schedule a call with a member of the Programming team.