

Your guide to the evolution of our company

INSIGHTS INTO THE FUTURE

Every client we work with is unique.

Unique visions, goals, people, and products. We're here to guide you through how our evolution will transform your team and help you meet your unique goals. Our ecosystem for growth will ensure wellness and health throughout your org, and get every person functioning like a leader.

Cultivate leaders across your organization.

We've seen the pitfalls of traditional business operating systems. We've seen leadership teams invest tens of thousands of dollars to bring clarity for it to get lost in translation as it flows throughout the organization.

Over the next few months, we'll be introducing an ecosystem rooted in the health and growth of your entire team. No longer just for leadership teams. Your entire org will have access to our new online learning academy and tools for transformation. You will have confidence your entire team is tending to the organization's people, process and product, like leaders.

Online learning academy for leaders and beyond.

Your leadership and departmental teams will reap the benefits of our new online learning academy. Here's a sample of what's on the horizon:



Focus paths

Your team can choose their focus path and self-pace what and how they learn. They can choose from paths in accountability, vision, meetings and more business concepts. We'll also feature focus paths nurturing team health and professional development.



Data

Your team will learn to use leading indicators to identify patterns and trends, forecast issues, and decisively take action.



Team health

Your team will learn how high-functioning teams are cultivated through connection and empathy. They'll experience how team health supports them in solving issues decisively, quickly and permanently.



Integrated software you'll love to use.

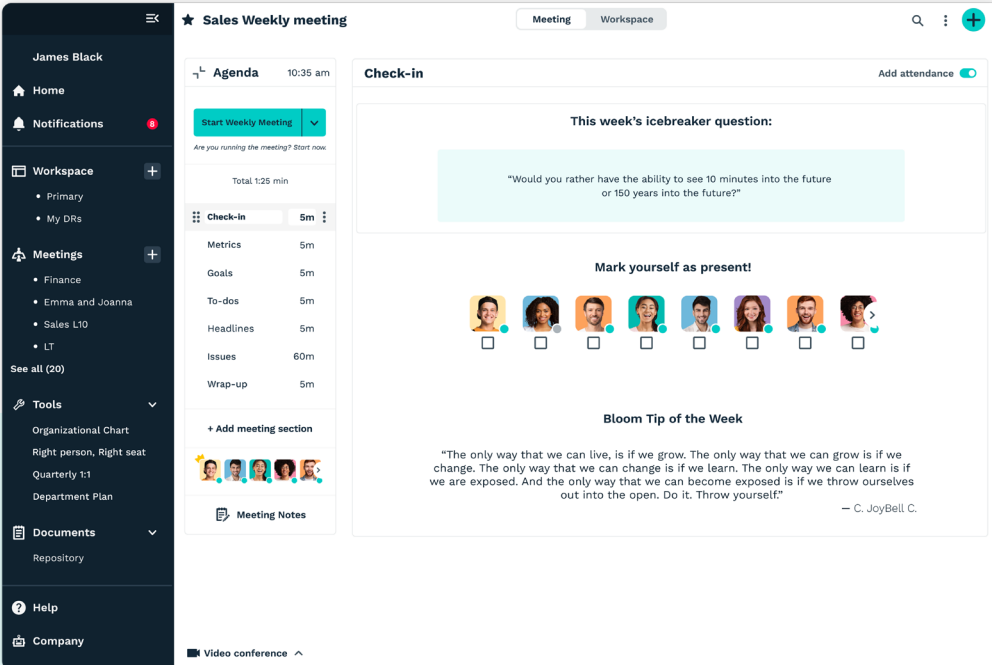
The legacy Traction Tools platform is powerful but certainly not very sexy. Our engineers are hard at work coding our beautiful, simple, streamlined new platform. You'll find the same features and tools you've come to expect and more with a refined user experience:

Workspace/meeting hybrid

Have you ever left your L10 meeting to go check something in your Workspace? We have. Now you'll be able to toggle back and forth between where you work and where you meet.

Customizable check-in

The meeting leader will have the choice to start the meeting with a traditional check-in or team health ice-breaker to create connection.



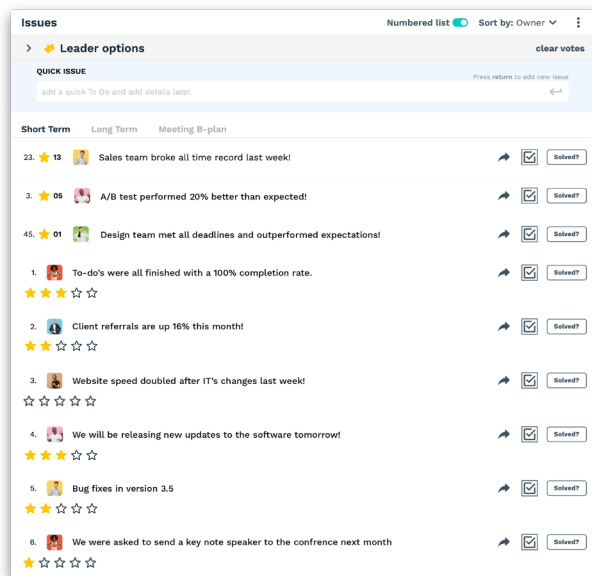
The screenshot displays a meeting interface for a "Sales Weekly meeting" at 10:35 am. The interface is split into three main sections:

- Agenda:** A list of meeting items with durations: Check-in (5m), Metrics (5m), Goals (5m), To-dos (5m), Headlines (5m), Issues (60m), and Wrap-up (5m). A "Start Weekly Meeting" button is at the top.
- Check-in:** A section titled "Check-in" with a toggle for "Add attendance". It features a "This week's icebreaker question:" box with the text: "Would you rather have the ability to see 10 minutes into the future or 150 years into the future?". Below this is a "Mark yourself as present!" section with eight profile icons and checkboxes.
- Bloom Tip of the Week:** A quote by C. JoyBell C. reads: "The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn. The only way we can learn is if we are exposed. And the only way that we can become exposed is if we throw ourselves out into the open. Do it. Throw yourself!"

A sidebar on the left shows navigation options for James Black, including Home, Notifications, Workspace, Meetings, Tools, Documents, Help, and Company. The top right of the meeting window has tabs for "Meeting" and "Workspace", along with search and refresh icons.

Less clicks

We've rearchitected how you'll navigate the platform. You'll be able to do more with fewer clicks in less time.



Sales team broke all time record last week!




Better project management

You'll get more choice and control around goals and milestones. Automatically create reminders for incomplete milestones.

Data

Track your leading indicators in weekly, bi-weekly, monthly or quarterly cycles. You'll also get progressive tracking and conditional goals. Add notes in cells and customize how you view all the data in your scorecard.

Metrics +		Weekly	Bi-Weekly	Monthly	Quarterly
Who	Metric	Goal	July 4 July 8	July 11 July 15	July 18 July 22
▼ 	New clients	> 100	128	110	112
▼ 	Clients lost	< 10	9	18	3
☰ ▼	Net new clients	≥ 95	1,190	920	1,090

Check out our new terms.

Old Terms

New Terms

Level 10 Meeting™

Weekly Meeting

Segue

Check-in

Scorecard

Metrics

Rocks

Goals

People Headlines

Headlines

To-dos

To-dos

Conclude

Wrap-up

V/TO™

Business Plan / Department Plan

Vision (page)

Future Focus

Traction® (page)

Short-Term Focus

Long Term Issues List

Long-Term Issues

Accountability Chart

Org Chart

Core Values

Core Values

Core Focus

Focus

10-Year Target

BHAG — Big Hairy Audacious Goal

Marketing Strategy

Marketing Strategy

3 Uniques

Differentiators

Proven Process

Proven Process

Guarantee

Guarantee

Target Market

Target Market

Check out our new terms. (continued)

Old Terms

New Terms

EOS Implementer® / EOSI	Growth Coach
3-Year Picture	3-Year Vision
1-Year Plan	1-Year Goal
Quarterly Planning Sessions	Quarterly Mapping Sessions
Quarters	Quarters
GWC™	Understand, Embrace and Capacity (UEC)
Clarity Breaks	Think “On the Business” (TOB)
Meeting Pulse	Weekly Meeting
Quarterly Conversations	Quarterly 1:1
People Analyzer	Right Person/Right Seat (RPRS)
Quarterly Rocks	Quarterly Goals
Same Page Meeting	1:1 Meeting
Focus Day (special session)	Launch Day
Vision Building Day 1 (special sessions)	Future-Focus Day
Vision Building Day 2 (special sessions)	Short-Term Focus Day
The 5-5-5	Goals, Roles and Core Values

Join us on our journey to becoming Bloom Growth.

We'd like to introduce you to Bloom Growth™ 

Traditional operating systems and brands use a lot of imagery with rockets and explosions to symbolize momentum. We asked ourselves, “How many people actually go to space in their lifetime?” The answer is: not many, but...

...growth is a tie that binds. It's a fundamental piece of humanity and entrepreneurship. Entrepreneurial teams are deeply rooted in the growth, nourishment and health of their business. They nurture their people. They utilize scalable, cyclical processes. They tend to the organization with the diverse elements needed for growth.

An organic brand felt natural and right for this season of our organization's evolution. Welcome to Bloom, an ecosystem for growth.the future we're building. We'll share a new name, branding for our platform, and more!

Interested in beta testing our new online learning academy?

Go to mytractiontools.com/the-guide-to-our-future