



# Your guide to the evolution of our company

TERMS LIST

## 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