



Traction: Get a Grip on Your Business

By Gino Wickman

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Do you have a grip on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. Based on years of real-world implementation in more than 100 companies, the Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned.

In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too.

For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.

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Editorial Review

Review

"Since implementing the entrepreneurial operating system outlined in [*Traction*], my company has been more productive than ever. . . . The book brings proven business best practices from the top thought leaders in business into one hands-on manual that you can apply today."

—**Dan Moshe, founder and CEO of Tech Guru, for *The Business Journals*' "The most important business books ever written"**

"Implementing [*Traction*'s] structured approach at Avondale has had a tremendous impact on our leadership's productivity and has improved operations throughout the organization."

—**Karl Stark and Bill Stewart, cofounders, Avondale**

"The concepts and tools that have been masterfully captured in the pages of this book have provided some of the magic that has helped us grow our business 300 percent over the last five years. Don't miss it!"

—**Craig Erlich, CEO, pulse220**

"The concepts in this book have changed my life! I'm now able to let go of the day to day, knowing I have developed a team that can efficiently handle the details. We have consistently grown every year for the last four years in a very tough market, while the competition has struggled."

—**Ronald A. Blank, President, The Franklin Companies**

"Having coached and trained over 13,000 entrepreneurs, I know the challenges they face. This book is a must for any business owner and their management team. *Traction* provides a powerful, practical, and simple system for running your business."

—**Dan Sullivan, President and Founder, The Strategic Coach**

"With the *Traction* tools in place, we now have faster growth, increased profitability and great people that we enjoy working with. Our growth rate has averaged over 20 percent per year. These results put us in a position to sell our company to a public company for above-normal multiples and reacquire the company after just a year and a half."

—**Rob Dube, President, Image One**

"The *Traction* principles have helped me build a solid leadership team, crystallize our plan, and create the discipline to take the organization to the next level."

—**Sam Simon, President & CEO, Atlas Oil Company**

"*Traction* is far and away the most potent and useful approach I've ever seen for running a successful company. The content is bulletproof! You have to read this book."

—**Vince Poscente, Bestselling author of *The Age of Speed***

"The concepts in this book have revolutionized our enterprise. We are highly profitable, adroit, flexible, and have a results-oriented culture. Working with Gino's tools has made a meaningful difference in who we are today."

—**Albert M. Berriz, CEO, McKinley**

“The tools are sensible, effective, and a must for any organization, entrepreneur, or leader. I personally use them within my national real estate valuation company and this year we grew 150 percent, after being in business for more than 14 years.”

—**Darton Case, President, The Entrepreneurs’ Organization**

“The concepts in *Traction* saved our company from mediocrity and propelled us to excellence. They have provided us with the tools to deal with any situation that might arise and better yet, to head off some situations at the pass. We now have all the right people in the right seats doing the right jobs.

—**Rob Tamblyn, President, The Benefits Company**

“By applying the *Traction* disciplines we have been able to grow revenue by 50 percent over the last three years and profit exponentially more.”

—**Robert Schechter, C.L.U., Ch.F.C., Chairman, Schechter Wealth Strategies**

“*Traction* is a must-read. What you will learn are the same tools that have enabled me to grow my business 100 percent over the last three years while staying balanced and having fun. This book will change your life.”

—**Bernie Ronnisch, President, Ronnisch Construction Group**

About the Author

An entrepreneur since the age of 21, Gino Wickman has dedicated his life to learning what makes businesses thrive. At 25 he took over the running of the family business, which was deeply in debt and in need of help. After turning the company around and running it for seven years, he and his partners successfully sold the company. Based on his years of real-world experience, Gino developed the Entrepreneurial Operating System (EOS), a practical method for helping companies achieve greatness. Over the last six years, he has taught the EOS process to hundreds of business leaders in more than 90 companies. The results speak for themselves: companies that implement EOS grow by an average of 18% per year while eliminating common frustrations and experiencing more enjoyment. Gino is one of the original 10 members of the Detroit chapter of the Entrepreneurs Organization and served twice on its board of directors. His belief: "You cannot build a great organization on multiple operating systems. You must choose one." He is the founder of EOS and offers powerful and practical keynote speeches and workshops for small business leaders across the country.

Users Review

From reader reviews:

Daniel Evans:

In this 21st centuries, people become competitive in most way. By being competitive today, people have do something to make all of them survives, being in the middle of the crowded place and notice through surrounding. One thing that sometimes many people have underestimated the idea for a while is reading. Yes, by reading a reserve your ability to survive enhance then having chance to stay than other is high. For you personally who want to start reading some sort of book, we give you this kind of *Traction: Get a Grip on Your Business* book as beginner and daily reading reserve. Why, because this book is more than just a book.

Elizabeth Pipkin:

Hey guys, do you wishes to finds a new book you just read? May be the book with the headline *Traction: Get a Grip on Your Business* suitable to you? The book was written by well known writer in this era. The

particular book untitled Traction: Get a Grip on Your Business is the one of several books in which everyone read now. That book was inspired lots of people in the world. When you read this book you will enter the new dimensions that you ever know prior to. The author explained their plan in the simple way, so all of people can easily to recognise the core of this book. This book will give you a lot of information about this world now. So that you can see the represented of the world on this book.

Robert Hutzler:

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Joseph Wilds:

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