



Want to Grow your Company?
Get your Culture Right!

M1 | MILE
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Joel Swanson
joel@mileoneteams.com
612.836.3656



Layers of Growth

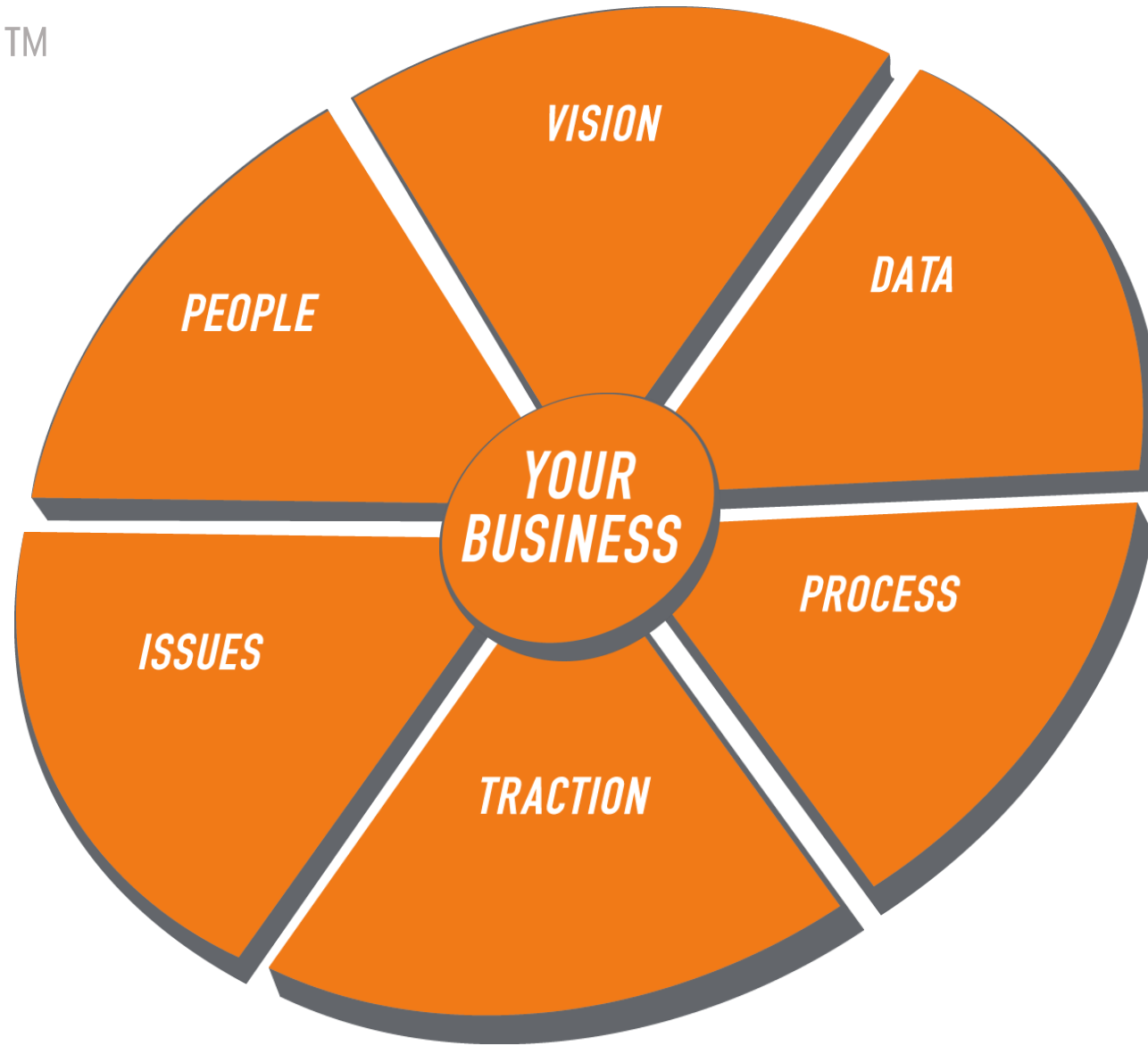
- Financial/operational results
- Right people
- Fit your culture
- Core values



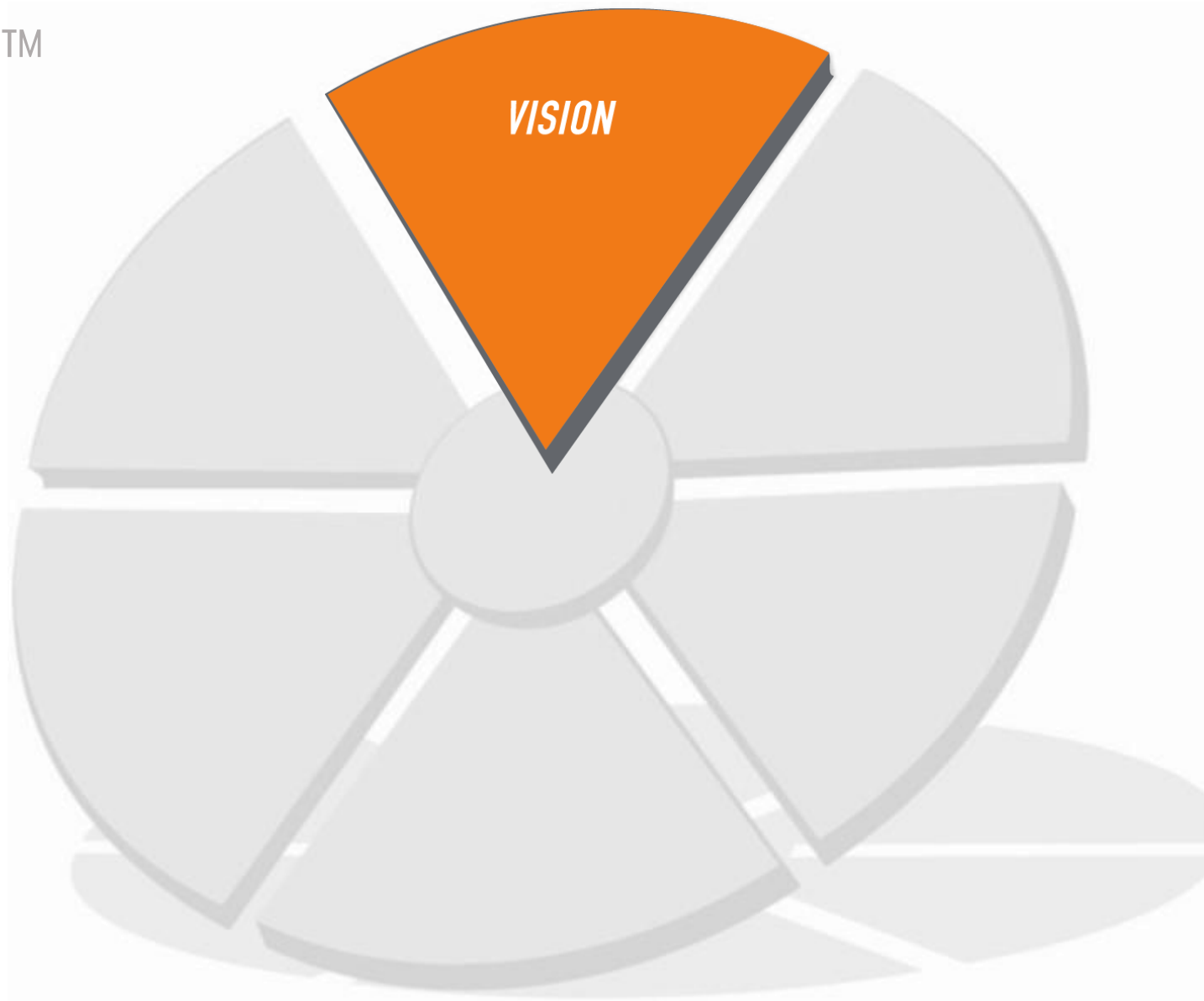
~~CREATE~~ your
~~company's core values~~

DISCOVER your
company's core values

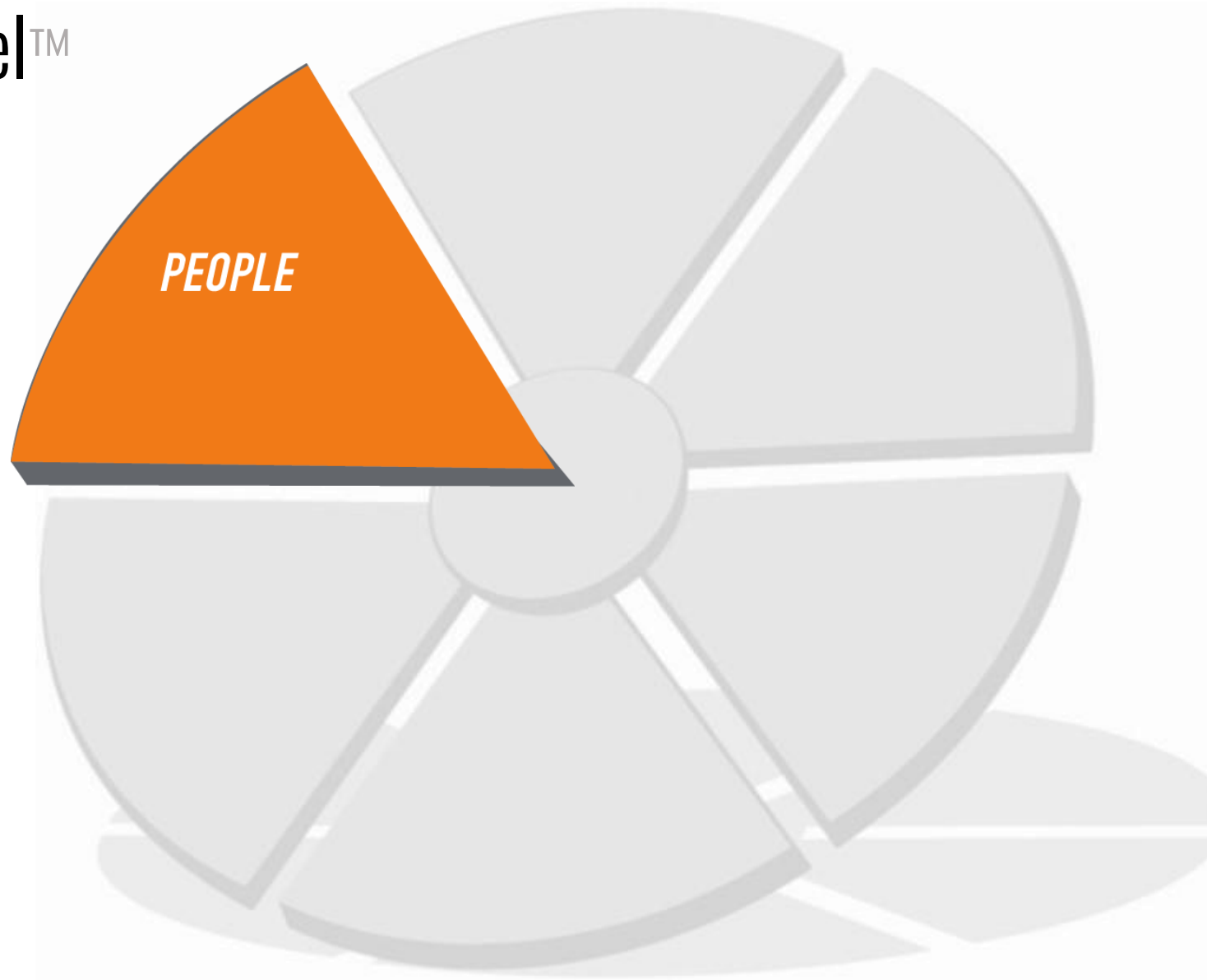
The EOS Model™



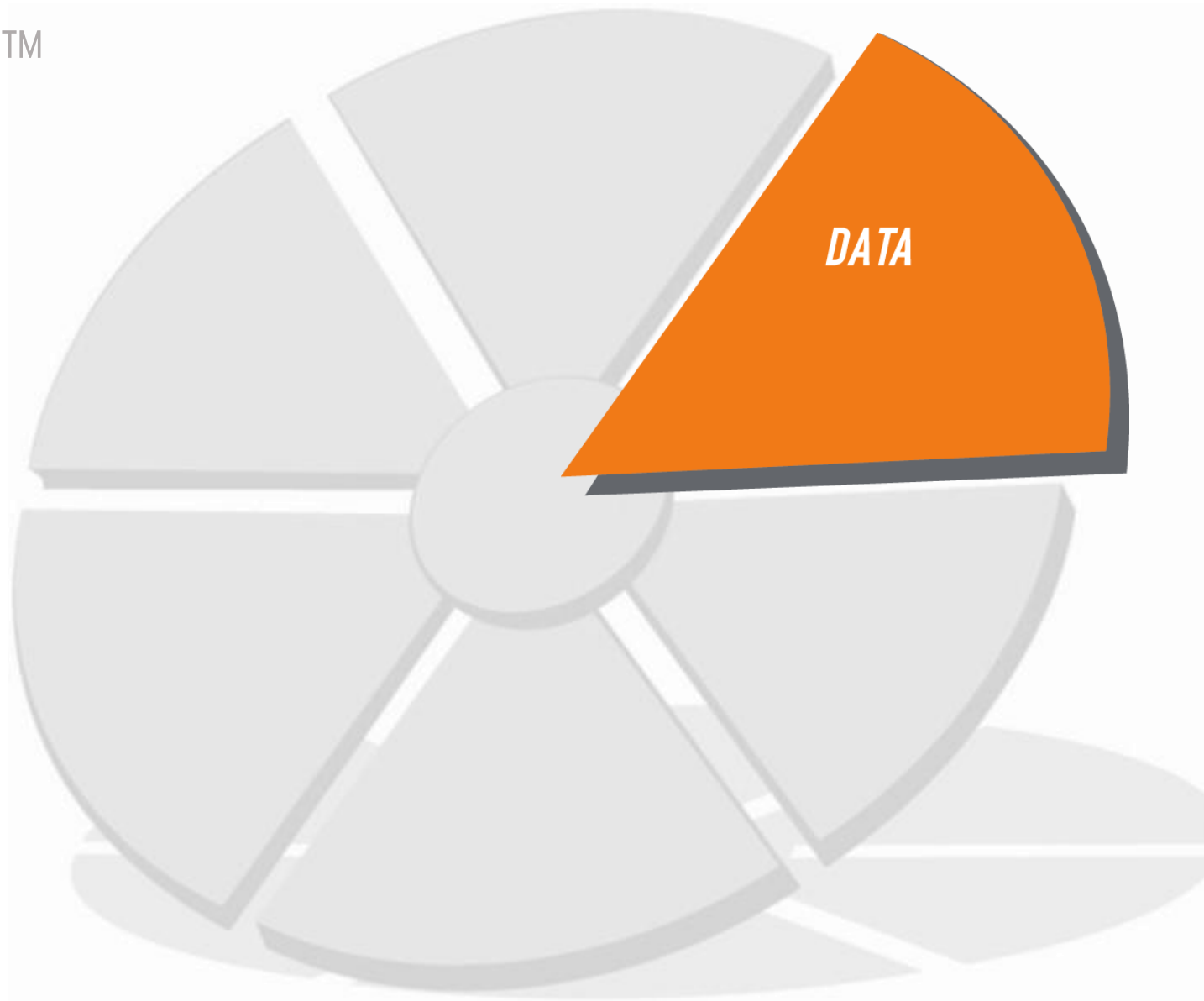
The EOS Model™



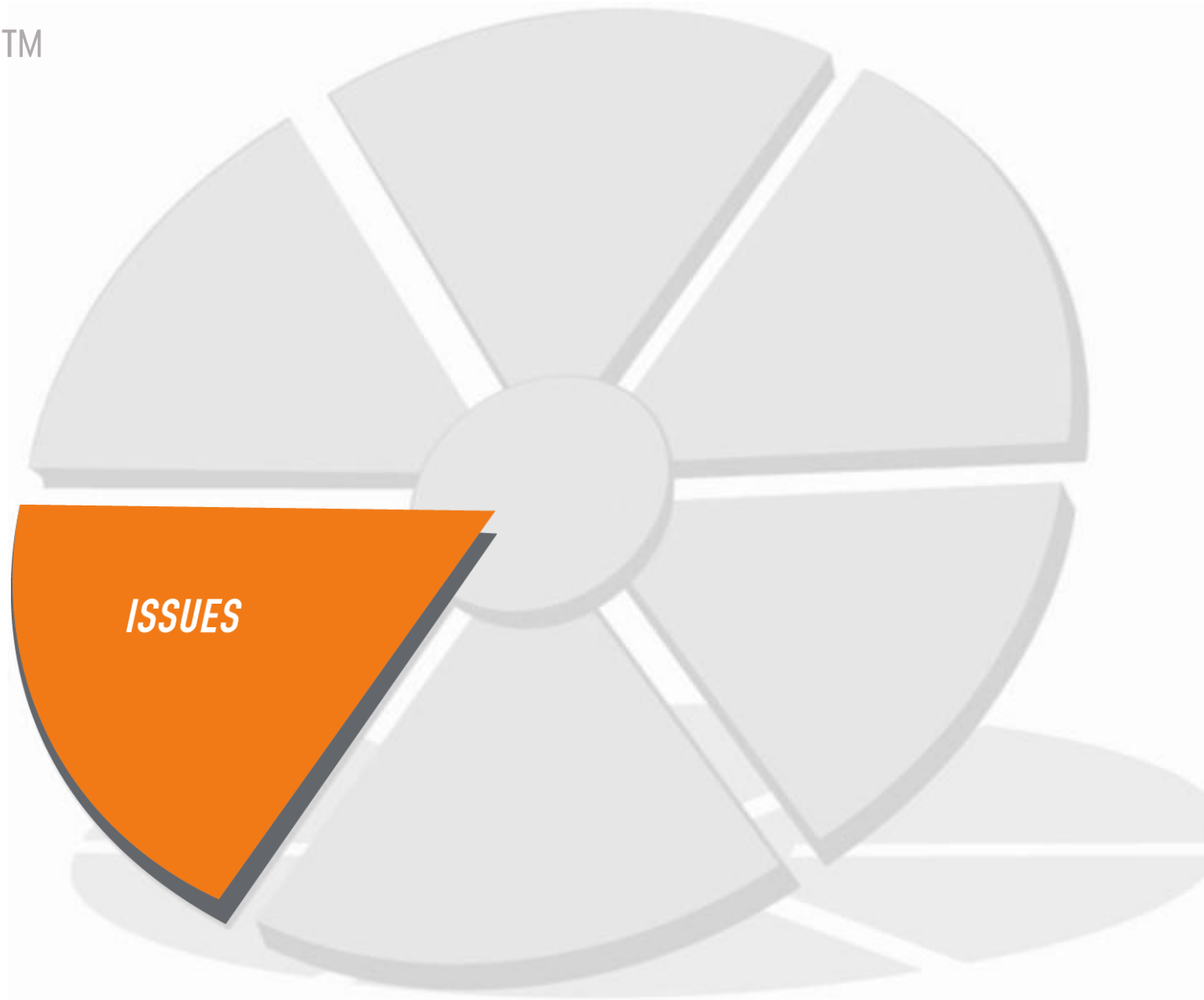
The EOS Model™



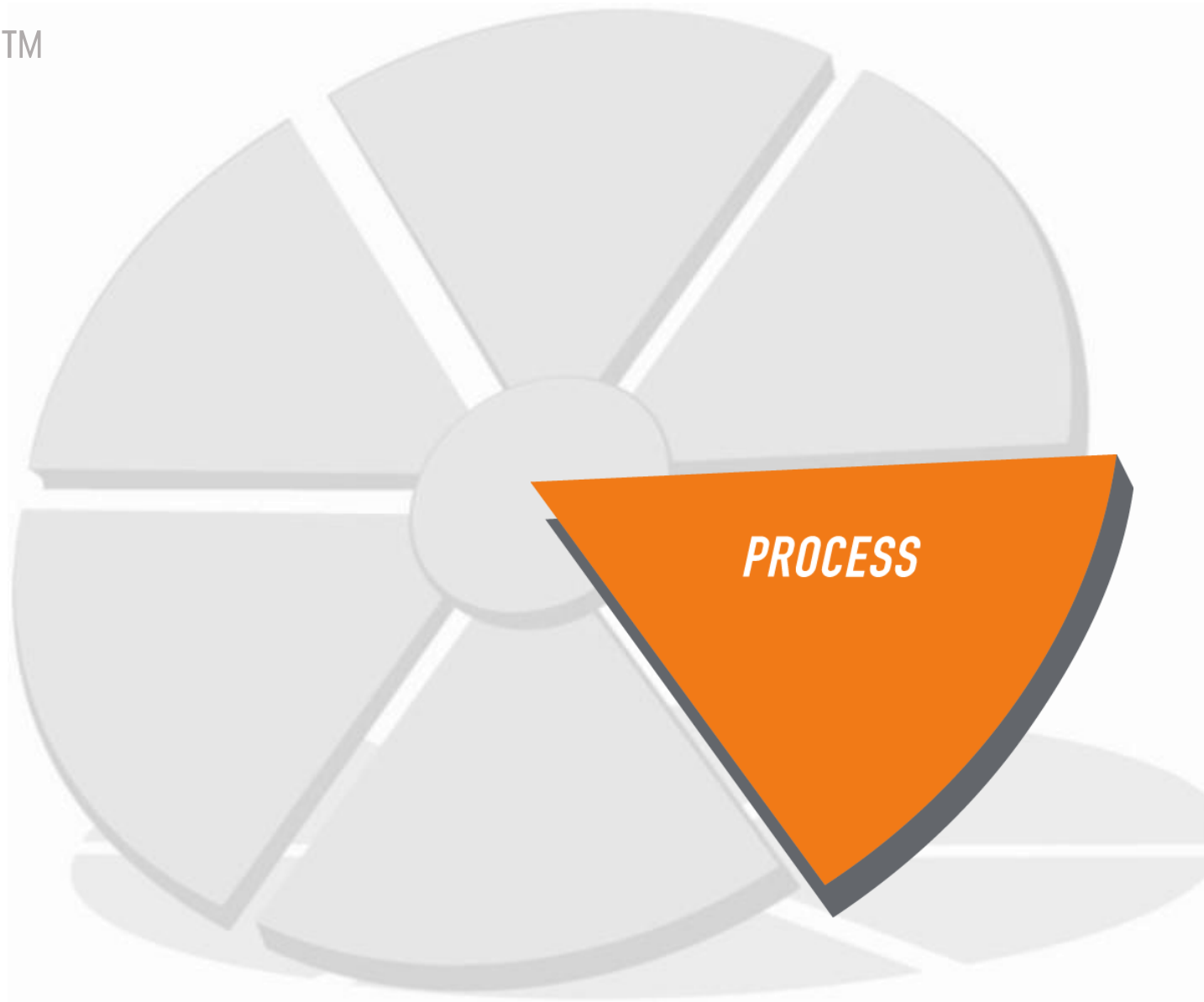
The EOS Model™



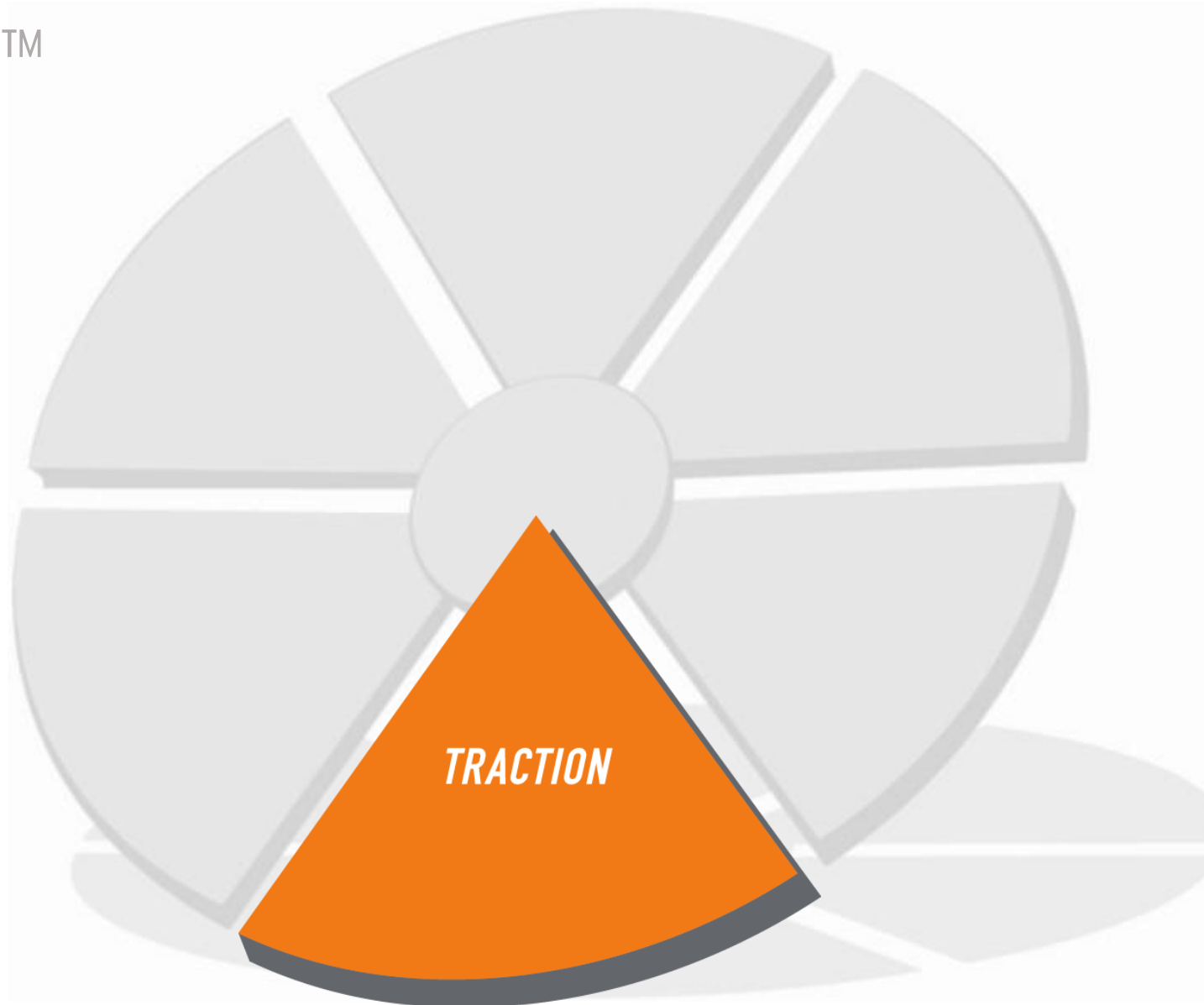
The EOS Model™



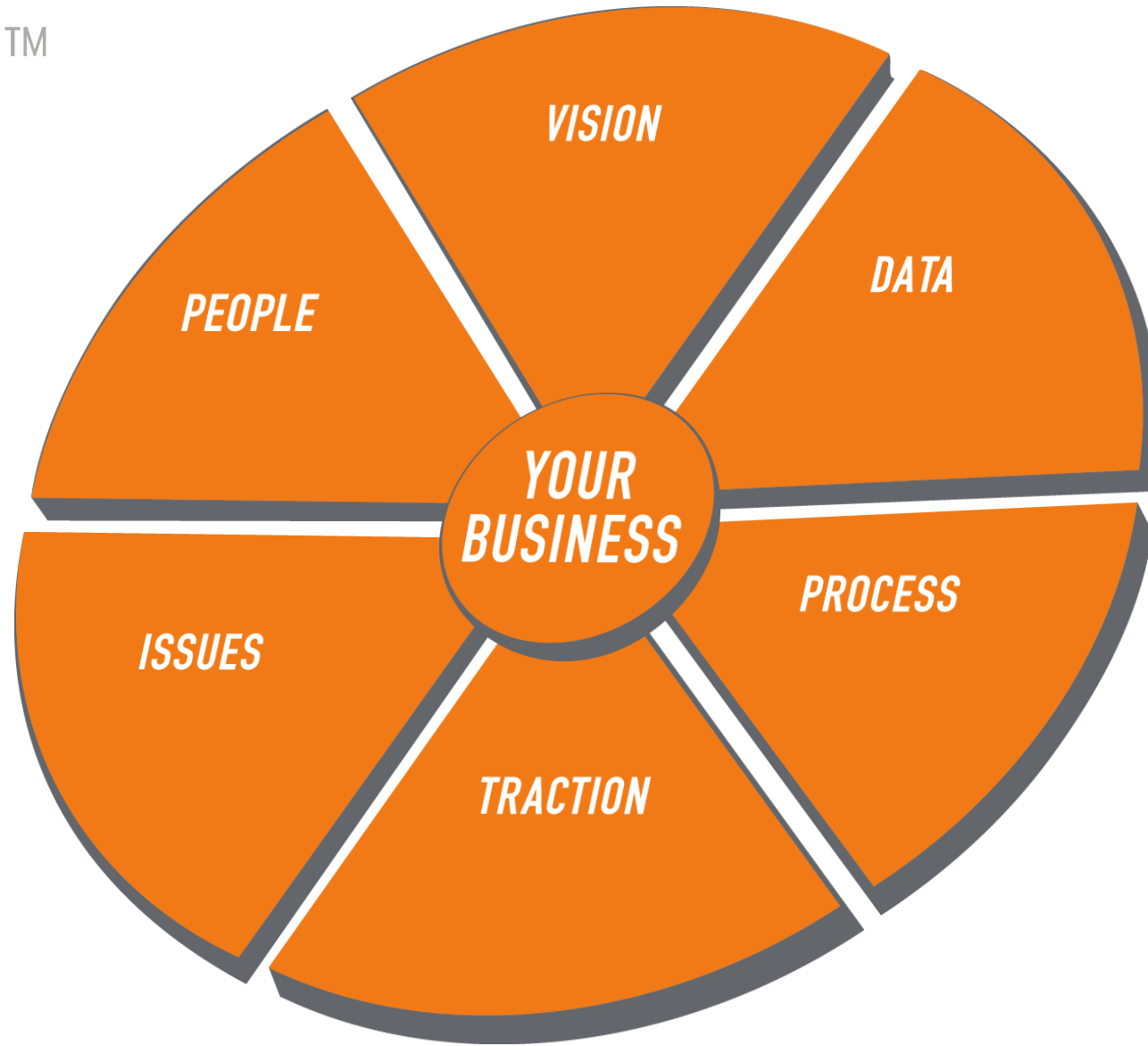
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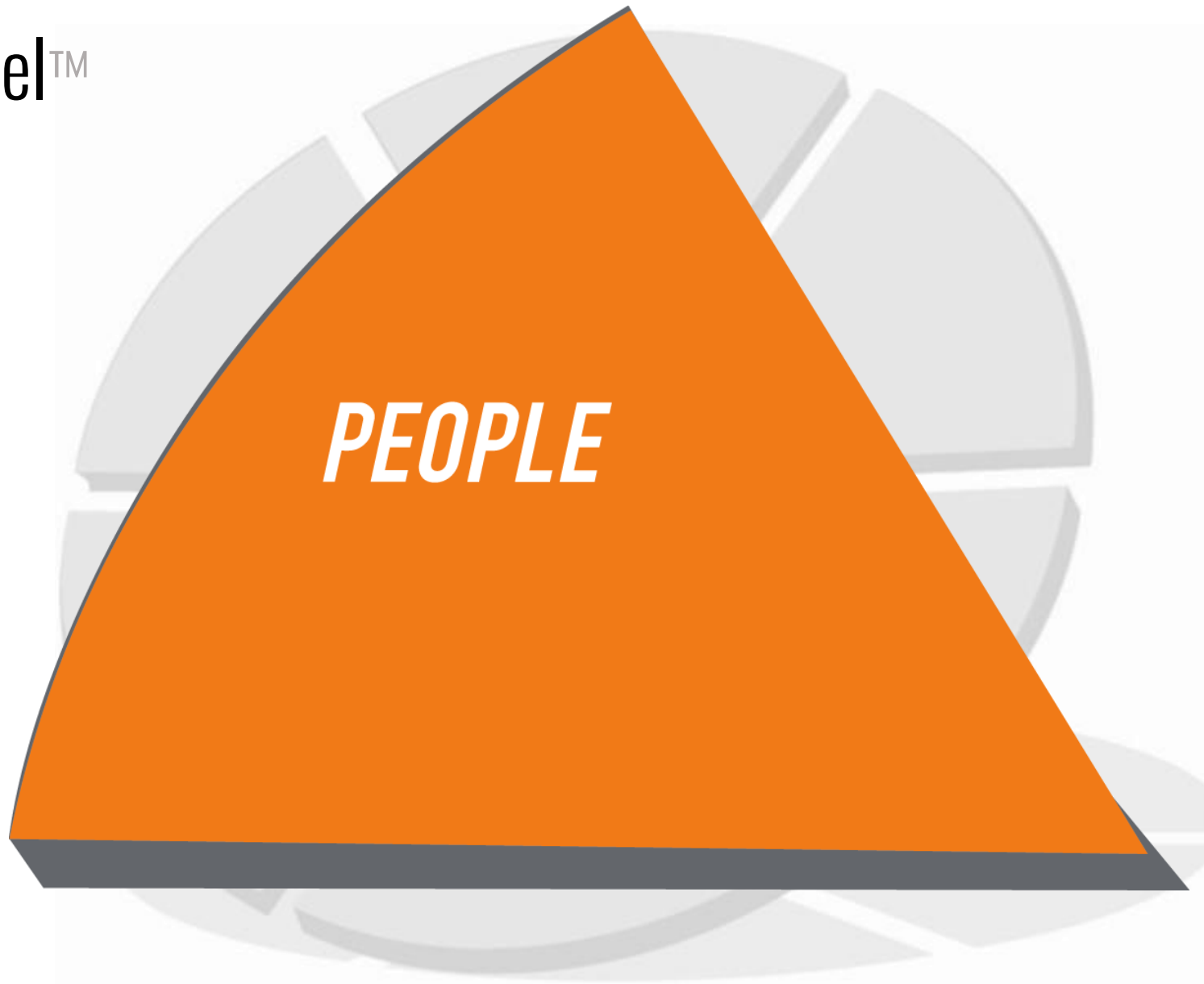
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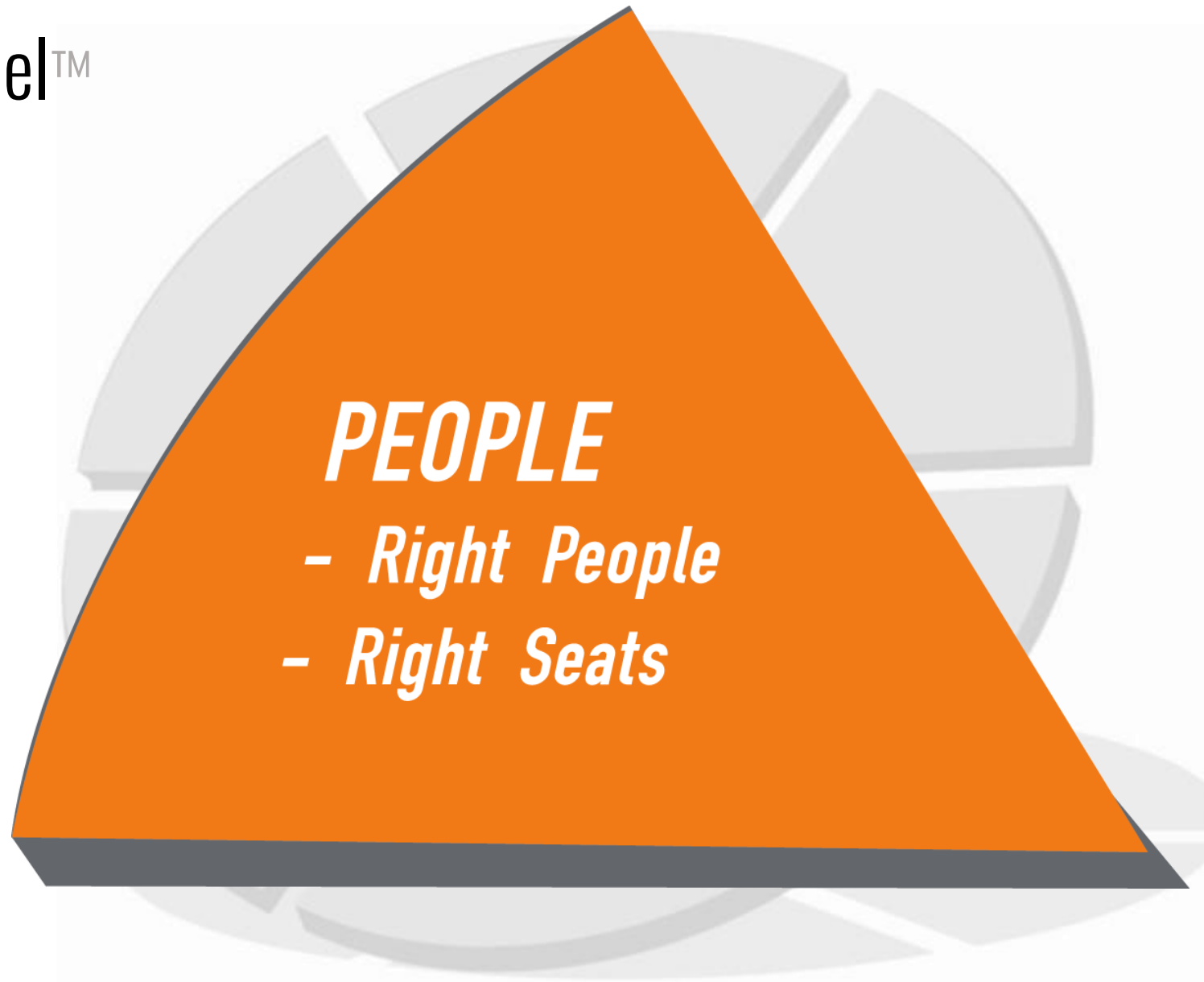
The EOS Model™



The EOS Model™



The EOS Model™





Discovery Process

- Name your rock stars
- Identify their characteristics
- List all characteristics together
- Filter for values traps
- Group similar concepts
- Wordsmith for final product

Name your rock stars

- Rachel
- John
- Mahendra

Identify their characteristics

- **Rachel:** No “good enough,” creative, celebrates wins, confident but not arrogant, never does something halfway
- **John:** Admits when he’s wrong, honest, fearless, always growing and learning, organized
- **Mahendra:** Really listens, amazing writer, never satisfied, optimistic

List all characteristics together

No “good enough”

Creative

Celebrates wins

Confident but not arrogant

Never does something halfway

Admits when he’s wrong

Honest

Fearless

Always growing and learning

Organized

Really listens

Amazing writer

Never satisfied

Optimistic

Value Trap: Permission to Play

No “good enough”

Creative

Celebrates wins

Confident but not arrogant

Never does something halfway

Admits when he’s wrong

~~Honest~~

Fearless

Always growing and learning

~~Organized~~

Really listens

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Value Trap: Mandatory? For Everyone?

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Value Trap: Mandatory? For Everyone?

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Confident but not arrogant

Really listens

Never does something halfway

Admits when he’s wrong

Never satisfied

Optimistic

Group Similar Concepts

Concept 1:

- No “good enough”
- Always growing and learning
- Never satisfied
- Never does something halfway

Concept 2:

- Fearless
- Confident but not arrogant
- Optimistic

Concept 3:

- Admits when he’s wrong
- Celebrates wins
- Really listens

Group Similar Concepts

Grow or Die:

- No “good enough”
- Always growing and learning
- Never satisfied
- Never does something halfway

Not Perfect (but trying!)

- Fearless
- Confident but not arrogant
- Optimistic

Embrace Reality

- Admits when he’s wrong
- Celebrates wins
- Really listens

RepCo's Core Values

1. Grow or Die
2. Not Perfect (but trying!)
3. Embrace Reality

The People Analyzer™

Name

	Grow or Die	Not Perfect (but ...	Embrace Reality				
Mahendra	+	+	+				
Martin	-	+/-	-				
Ellen	+/-	+/-	+				
The Bar	+	+/-	+				

Next Steps

- People Analyze your team
- Create a Talk Track for each value (examples, anecdotes, quotes, etc.)
- Repeat yourself often
- Write filtering interview questions
- On your card: “Free Chapter” and/or “Free Call”
- Take control of your company’s growth!

Thank you!

Credits:

- Gino Wickman (eosworldwide.com)
- Jim Collins (jimcollins.com)
- Patrick Lencioni (tablegroup.com)

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