

EOS  
ENTREPRENEURIAL OPERATING  
SYSTEM



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# UNDERSTANDING EOS ROCKS

**EOS** is a strategic framework aligning vision, strategy, and execution.

**EOS Rocks** are pivotal objectives for a quarter, embodying SMART goals.

**They serve** as compass points, guiding organizations toward their long-term vision and bolstering accountability.

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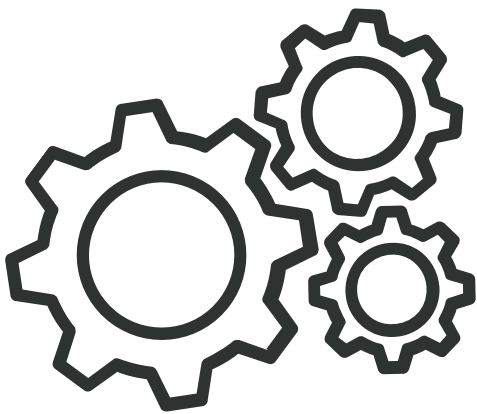
# WHY EOS ROCKS MATTER

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**EOS Rocks** provide clarity amidst complexity in a bustling marketplace.

**They foster** a culture of accountability, with each Rock representing tangible progress.

**Rocks ensure** alignment across competencies, enabling different sections of the organization to play in harmony.





# HIGH-PERFORMERS & EOS ROCKS

**High performers** require balanced stretch assignments for development.

**Assign them** Rocks that challenge them without overwhelming them, leveraging their ambition and pragmatism.

**Pair high-performers** with seasoned leaders in mentor-coach relationships to synergize ambition with wisdom.

**Ambition**

**Stability**





# CREATING BALANCED STRETCH ASSIGNMENTS

**High-performers** are assigned Rocks tailored to their skills and potential.

**These Rocks stretch** their abilities while maintaining stability, fostering growth without risking burnout.

**Regular feedback** loops ensure the alignment of goals and the adjustment of tension as needed.



# LEVERAGING EOS PRINCIPLES BEYOND EOS

**Organizations** can adopt the concept of Rocks

**SMART goals** aligned with the company's vision achievable in 90 days.

**This approach** fosters team development without a training budget, offering 'sticky' results.

**Clear goal-setting**, mentorship, and commitment propel teams toward success, regardless of the framework used.





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