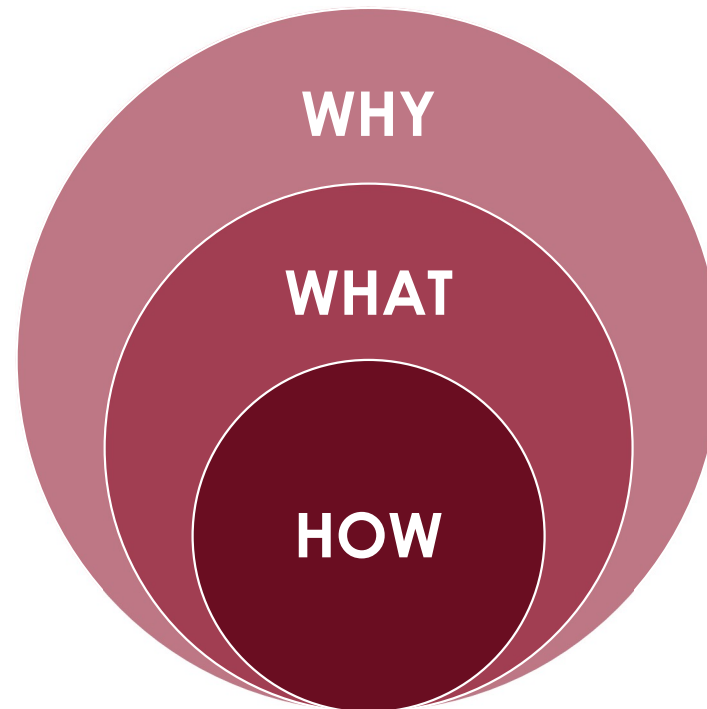


# Start Moving Mountains

April 29<sup>th</sup>, 2026



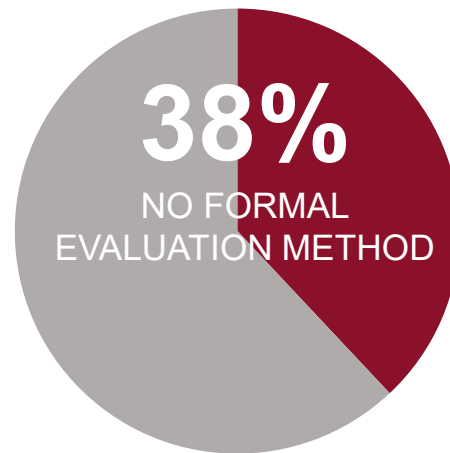
# “Start with Why!”



**Circle... Circle Back!**

Source: Simon Sinek; “Start With Why”

# Strategic Planning by the Numbers!



Source: CEO Strategic Planning, Engagement & Execution | Comparatively, FranConnect's CEO Survey Revealed

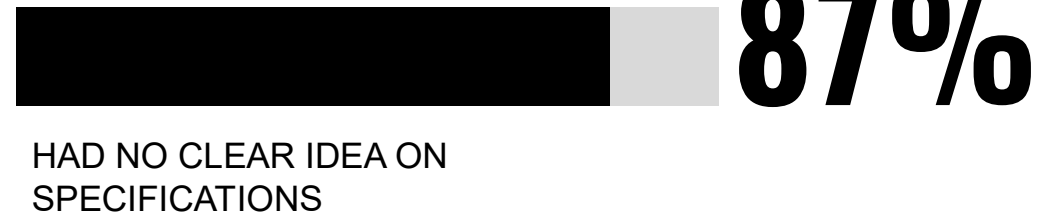
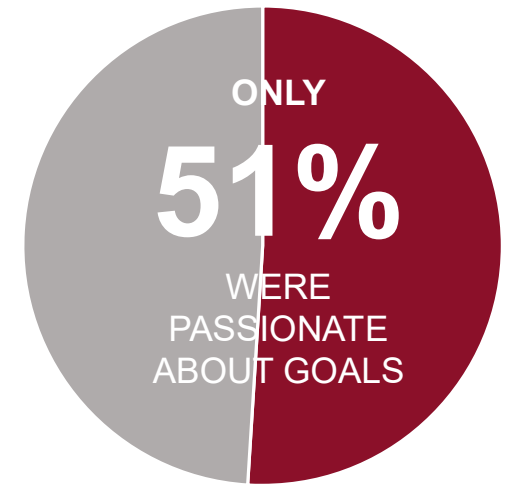
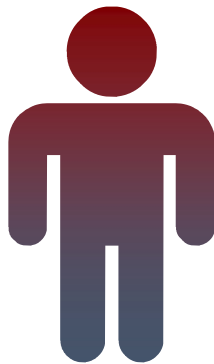
# Strategic Planning by the Numbers!

**65%**

OF INITIATIVES REQUIRED  
SIGNIFICANT BEHAVIORAL  
CHANGE

**81%**

SURVEYED NOT HELD  
ACCOUNTABLE FOR  
PROGRESS ON THE  
ORGANIZATIONS GOALS



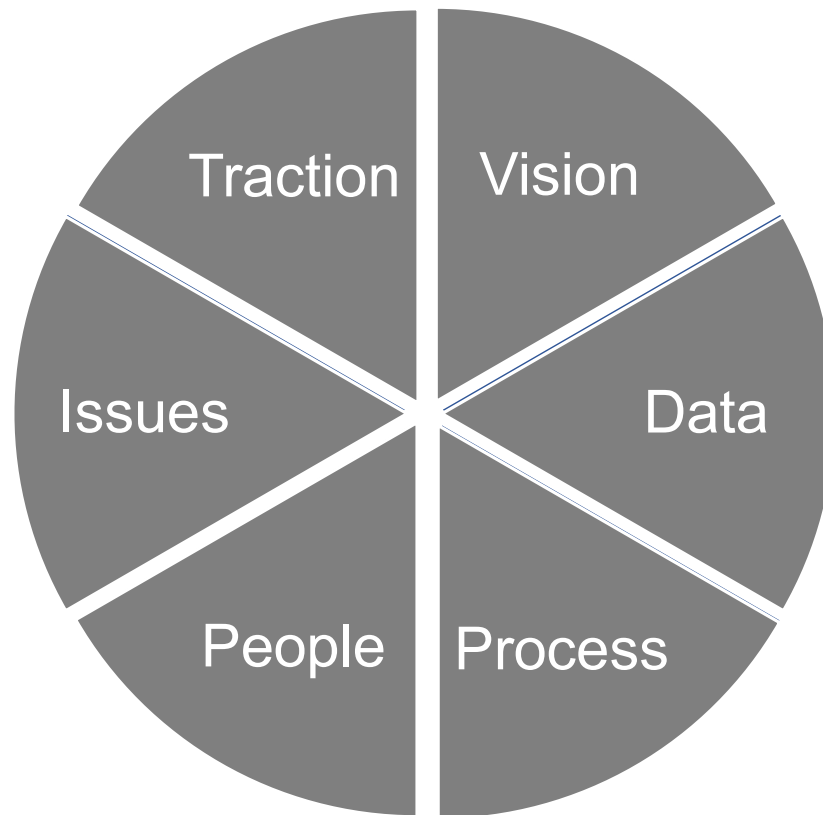
# Direct, Guide, Drive

**Vision:** Directs

**Values:** Guide

**Volition:** Drives

# “What the Heck is EOS?”



# Moving Mountains



| BOULDER: |         |           |       |
|----------|---------|-----------|-------|
| ROCKS    | PEBBLES | CHAMPIONS | TEAMS |
|          |         |           |       |
|          |         |           |       |
|          |         |           |       |





## QR Code

*(Presentation Download)*



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