



## The EOS® Experience

November 12, 2019 | 8:00 am - 2:30 pm  
Iowa Events Center  
Community Choice Credit Union  
Convention Center  
730 3rd Street Des Moines, IA 50309



AN EXCLUSIVE EVENT  
WITH GINO WICKMAN,  
FOUNDER OF EOS®  
WORLDWIDE



Master Builders of Iowa  
221 Park St.  
Des Moines, IA 50309  
(515) 288-8904  
[www.MBI.Build](http://www.MBI.Build)

Dear Leadership Team,

Master Builders of Iowa is excited to offer a program focused on EOS®, the Entrepreneurial Operating System. EOS® combines timeless business principles with a set of simple, practical, real-world tools to help entrepreneurs get what they want from their businesses.

Our featured speaker, Mr. Gino Wickman, will preside over a morning workshop that will delve into EOS® and present you and your leadership team with a better understanding of a system that creates company goals, enhances employee engagement, and provides measurements on how to change your business.



## THIS PROGRAM IS DESIGNED WITH YOUR LEADERSHIP TEAM IN MIND.

To fully appreciate the EOS® program, your leadership team must understand the process. To provide the highest level of engagement, you are encouraged to have your entire leadership team participate in this conference.

To make this a more attractive option, MBI is giving preferential package options for company sponsored groups.

By reserving a table, you will have your leadership team seated together to help facilitate a more interactive, learning experience. There are also pricing advantages if your company reserves a table.

## ARE YOU RUNNING YOUR COMPANY, OR IS YOUR COMPANY RUNNING YOU? HOW EOS® CAN HELP YOU GET BACK IN CONTROL!

Gino will share a complete set of simple concepts and practical tools that help leaders and their teams clarify and simplify the company's vision, get everyone in the organization on the same page, and create more focus, discipline and accountability throughout. EOS® is a system/complete set of tools for driving simplicity, clarity and accountability into an entrepreneurial company – from the top down.

### Topics include:

- **The EOS® Model™:** creating context and showing the big picture and understanding the six keys to building a truly great organization
- **V/TO™ (Vision/Traction Organizer):** building your vision and plan then getting it shared by all
- **Right People, Right Seats (using the People Analyzer and GWC):** define what “great people” really means for your business and implement standards that will attract and retain more of them
- **Rocks:** creating a 90-day world for your organization and a laser focus
- **The Issue Solving Track™:** confronting and resolving tough issues and common frustrations

### Gino Wickman

An entrepreneur since the age of 21, Gino had an obsession for learning what makes businesses thrive. Based on his years of real-world experience, he created the Entrepreneurial Operating System (EOS®), a practical method for helping companies achieve greatness.

He has personally delivered more than 1,800 full-day sessions for more than 135 companies, helping them implement EOS®.

Gino is the founder of EOS® Worldwide, an organization that helps thousands of businesses implement EOS® with the aid of an international team of over 300 professional and certified EOS® Implementers and online support. There are more than 60,000 companies using the EOS® tools worldwide.

## PEER PANEL OF EOS® ADOPTERS

During the afternoon session, attendees will have an opportunity to hear from a panel of peers who have adopted the EOS® program. Panelists will include the presidents of three Iowa-based construction firms, as well as other firms who have moved from their traditional operations to now functioning under a clearly defined operating system in which all employees, managers, and officers approach short and long-term goals the same way.

The panel will be facilitated by local EOS® integrator, Mark Stanley.



### Panelist Facilitator: Mark Stanley

In 2002, Mark founded the WHY! Company and has since compiled over 120 clients. As a business coaching and consultancy provider, Mark helps entrepreneurial leaders clarify, simplify and achieve their vision. He is a sought after and trusted advisor who believes that you must do what you say; do the right thing; grow or die; help first; and be humbly confident.

Mark is a certified Entrepreneurial Operating System (EOS®) implementer, six sigma master black belt, TOC supply chain expert, and strategist/analyst, who has consulted, coached, and challenged over 120 entrepreneurial companies to be there absolute best since 2002.

Mark has been a certified EOS® implementer for nearly 10 years, completed over 650 EOS® session days over 40 EOS® quarterly collaborative sessions. His work and expertise as an EOS® implementer has gained him a lifetime EOS® client rating of 9.32 on a scale of 1 to 10.

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We are 3 and half years in to utilizing the Entrepreneurial Operating System® and for Downing, EOS® is now the new normal.

It takes commitment and dedication to stick with this, but from our experience, it is well worth the time and energy if you are feeling like there just has to be a better way to do things.

-Justin Brown, President, Downing Construction Inc.  
(EOS® Adopter since 2016)

### HEADLINING SPONSOR:



**BrownWinick**  
ATTORNEYS AT LAW®

## PROGRAM DETAILS

### DATE:

November 12, 2019  
8:00 am - 2:30 pm

### LOCATION:

Iowa Events Center  
Community Choice Credit Union  
Convention Center  
730 3rd Street  
Des Moines, IA 50309

### SCHEDULE OF EVENTS

#### 8:00 am – 12:00 pm

EOS® Workshop  
**Presenter: Gino Wickman**  
EOS® Worldwide

#### 12:00 – 1:00 pm

Networking Luncheon

#### 1:00 – 2:30 pm

Peer Panel of EOS® Adopters  
**Facilitator: Mark Stanley**  
WHY! Company

Panelists Include:

**Kim Augspurger**, President/  
Owner  
Saxton, Inc.

**Justin Brown**, President  
Downing Construction Inc.

**Connor Deering**, CEO/President  
Cemen Tech, Inc.

**Mike Espeset**, President  
Story Construction Co.

**Steve Hauschilt**, President  
Graham Construction Co.



# The EOS<sup>®</sup> Experience

## Registration Form

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Company Phone:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**1st Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**2nd Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**3rd Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**4th Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**5th Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**6th Registrant:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

### Fees:

ABI Member Pricing:

☐ First registration from your company - \$300 ☐ Each additional registration from your company - \$250

☐ **Special Offer (\$150 savings)** Reserve a table for your leadership team (total 6 participants) - \$1400

### Payment Method:

☐ Check enclosed (payable to Master Builders of Iowa) ☐ Please Invoice ☐ Credit Card

Credit Card Type:

☐ MC ☐ Visa ☐ Discover ☐ AmEx

Card #

Expiration Date:   /

Name on Card: \_\_\_\_\_

CC Address: \_\_\_\_\_

Cancellation Policy: Registration cancellations must be submitted to Master Builders of Iowa via email to NFry@MBI.Build. Cancellation requests submitted at least 14 days prior to the start of this program will be refunded 100%. Cancellations received between 7 and 14 days prior to the start of this program will be refunded 50%. No refund for cancellations less than 7 days prior to the start of this program. No refund for no-shows.

Please send registration and payment to Master Builders of Iowa, Attn: Nichole Fry  
PO Box 695 Des Moines, IA 50306 | Email: NFry@MBI.Build