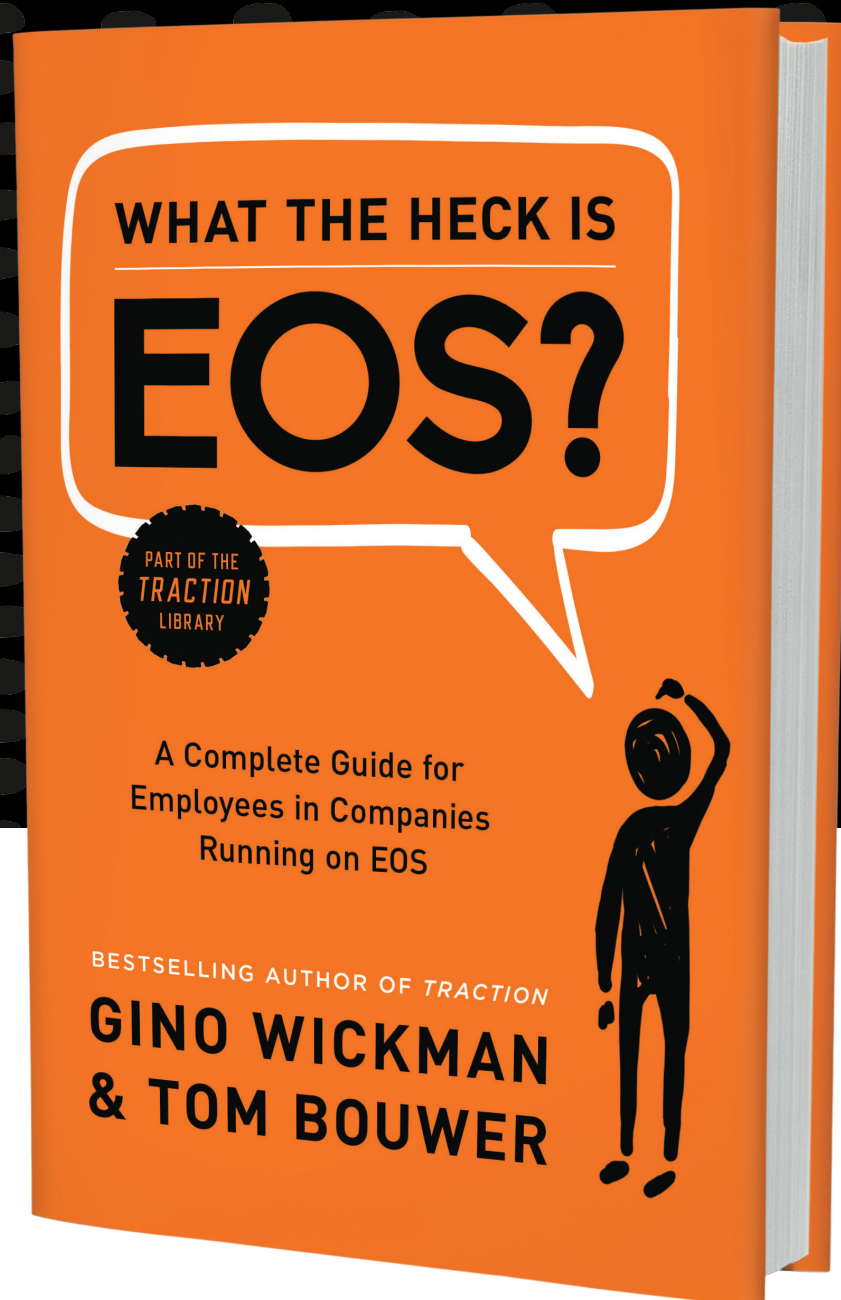


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About the Book

Has your company struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is?

What the Heck is EOS? is for the millions of employees in companies running their businesses on EOS® (Entrepreneurial Operating System®). An easy and fast read, this book answers the questions many employees have about EOS and their company.

Designed to engage employees in the EOS process and tools, *What the Heck is EOS?* uses simple, straightforward language and provides questions about each tool for managers and employees to discuss, creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

Book Details

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About the Authors



Gino Wickman's passion is helping people get what they want from their businesses. To fulfill that passion, Wickman created the Entrepreneurial Operating System® (EOS), a holistic system that helps leaders run better businesses, get better control, have better life balance, and gain more traction. Wickman spends most of his time as an EOS Implementer, working hands-on with the leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is the founder of EOS Worldwide and also delivers workshops and keynote addresses.



Thomas J. Bouwer has a passion for helping entrepreneurs and their leadership teams simplify, clarify, and achieve their vision. In addition to starting and running three of his own companies in Turkey, Tom has worked with a diverse range of companies from start-ups to Fortune 500 companies. His nearly three decades of global management and consulting experience in multiple industries help him quickly identify and solve chronic issues that keep a company from achieving optimal success. As a teacher, facilitator and coach, Tom spends most of his time as a Certified EOS

Implementer—helping leadership teams implement EOS in their companies. He earned his B.A. from Hope College and M.B.A. from the Fuqua School of Business at Duke University. When not delivering EOS workshops or keynote addresses, Tom is most likely walking his dogs or hiking in the mountains.