

Introduction to the VTE Model

The **Vision-Traction-Execution** (VTE) model is designed to help businesses clarify their vision, gain traction toward achieving their goals, and ensure flawless execution. It's based on the belief that a company's vision needs to be clear, measurable, and achievable, while its execution requires discipline, structure, and follow-through.

To make the most out of this model, you'll focus on three main components: **Vision**, **Traction**, and **Execution**. This form will guide you through these steps to ensure your business stays on track and your team works toward a common goal.

Section 1: Vision

1.1: Core Values

- Purpose: Define the principles that guide your decisions and company culture.
- Instructions: List your company's top 3-7 core values.
 - Example: Integrity, Innovation, Collaboration, Empathy, Excellence.

1.2: Core Focus (Mission and Niche)

- Purpose: Clarify your business's true purpose (why you exist) and your niche (what you do best).
- Instructions: Answer these two questions:
 - Why do we exist?
 - What is our niche?

1.3: 10-Year Target (Long-Term Vision)

- Purpose: Visualize where you want the company to be in 10 years.
- Instructions: Define a clear, measurable goal that represents success in 10 years. This could be revenue, market position, number of employees, etc.

1.4: Marketing Strategy

- Purpose: Define your unique selling proposition and the main ways you'll reach your target audience.
- Instructions: Clarify the most effective marketing methods for your business.

Section 2: Traction

2.1: 3-Year Picture (Short-Term Vision)

- Purpose: Establish a clear vision for the business in three years.
- Instructions: Describe where you want your company to be in three years in terms of revenue, market position, customer base, etc.

2.2: 1-Year Plan

- Purpose: Break your 3-year vision into tangible goals for the year ahead.
- Instructions: List your top 3-7 goals for the next year, ensuring they align with your long-term vision.

2.3: Rocks (Quarterly Focus Areas)

- Purpose: Identify the most important projects (Rocks) that need to be completed in the next 90 days.
- Instructions: List your top 3-5 Rocks for the next quarter. These are the big tasks that will help you achieve your 1-year goals.

Section 3: Execution

3.1: Meeting Pulse (Weekly and Quarterly Meetings)

- Purpose: Establish a rhythm for your meetings to keep everyone aligned and accountable.
- Instructions: Schedule and define the structure of your weekly and quarterly meetings.
 - Weekly Meeting Agenda: Focus on reviewing priorities, discussing issues, and providing updates.
 - Quarterly Meeting Agenda: Focus on reviewing long-term goals, analyzing performance, and realigning for the next quarter.

3.2: Accountability Chart (Organizational Structure)

- Purpose: Clarify roles and responsibilities within the company.
- Instructions: Define each key role in the company and who is responsible for what.

3.3: Scorecard (Key Metrics to Track Progress)

- Purpose: Create a scorecard to track your progress toward achieving your goals.
- Instructions: Identify key performance indicators (KPIs) that will show whether you're on track to meet your targets

Section 4: Issues List

4.1: Identifying and Solving Issues

- Purpose: Acknowledge the challenges preventing your business from reaching its goals and define how to resolve them.
- Instructions: List out all major issues (from the perspective of vision, traction, and execution), and prioritize them by importance.

VISION-TRACTION-EXECUTION (VTE) MODEL



How to Use the VTE Model

1. Set the Vision: Start by defining your vision for the business. A strong vision clarifies where you want to go in the long term and gives everyone a sense of purpose.
2. Gain Traction: Break down your 3-year vision into short-term goals and quarterly Rocks. Focus on the actions you must take to get closer to your vision in a realistic timeframe.
3. Execute with Precision: Hold regular meetings to review your progress, resolve issues, and ensure accountability. Track metrics that reflect the success of your strategies, and make adjustments as needed.
4. Adjust and Iterate: Use your Issues List to prioritize and solve problems continuously. Stay flexible, but never lose sight of your core values and your long-term vision.

By following this form, you create a clear path forward for your business. Stick to the rhythm of weekly and quarterly meetings, ensure you stay focused on your Rocks, and always be mindful of the bigger picture as you move toward execution.

VISION-TRACTION-EXECUTION (VTE) MODEL



Section 1: Vision

SECTION 1.1: CORE VALUES

Core Values

Why they are important

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

SECTION 1.2: CORE FOCUS

Why do we exist? _____

What is our niche? _____

VISION-TRACTION-EXECUTION (VTE) MODEL



SECTION 1.3: 10-YEAR TARGET

10-Year Target
(Measurable Goals)

Description of Success

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

SECTION 1.4: MARKETING STRATEGY

Key Marketing Stragies

Target Audience

_____	_____
Why it works? _____	_____
_____	_____
Why it works? _____	_____
_____	_____
Why it works? _____	_____
_____	_____
Why it works? _____	_____

VISION-TRACTION-EXECUTION (VTE) MODEL



SECTION 2: TRACTION

SECTION 2.1: THREE-YEAR PICTURE

Three-Year Picture (Measurable Goals)	Description of Success
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

SECTION 2.2: ONE-YEAR PLAN

One-Year Picture (Measurable Goals)	Description of Success	Due Date
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

NEXT TO NUNN
SOLUTIONS

Rock Name

Due Date

NEXT TO NUNN
SOLUTIONS

SECTION 3.1: MEETING PULSE

Frequency

NEXT TO
SOLUTIONS

NUNN

Role

NEXT TO NUNN
SOLUTIONS

[illegible]

SECTION 4: ISSUES LIST

SECTION 4.1: IDENTIFYING AND SOLVING ISSUES

Issue Name	Description
<hr/>	<hr/>
Priority (High, Medium, Low)	Due Date
<hr/>	<hr/>

Issue Name	Description
<hr/>	<hr/>
Priority (High, Medium, Low)	Due Date
<hr/>	<hr/>

Issue Name	Description
<hr/>	<hr/>
Priority (High, Medium, Low)	Due Date
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Issue Name	Description
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Priority (High, Medium, Low)	Due Date
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