



EOS Worldwide IP and Branding Guidelines

This site summarizes the guidelines for the proper use of Entrepreneurial Operating System (EOS®) intellectual property by EOS Implementers.

All EOS Implementers must follow these guidelines when using EOS intellectual property and brand assets in your Implementer business.

Non-EOS Implementers, spin-off businesses, software application developers, third-party partners, and others may not use any of our intellectual property without the express permission of EOS Worldwide.

Self-Implementers can discuss our intellectual property when teaching EOS to their employer and its employees, but cannot use our intellectual property outside of such discussions.

Helping Entrepreneurs through EOS

If you want to help entrepreneurs by using concepts found in the Traction library or EOS Worldwide content, you may do so in 2 ways:

1. As an EOS Implementer



a. Pure implementation of EOS, meaning:

i. Guiding a leadership team through the EOS Process from start (90-minute meeting) to finish (your client's graduation day);

ii. Teaching all of the tools in the EOS Toolbox, without:

1. adding in content of your own or from some other system and calling it EOS;
2. removing or re-ordering the steps in the process
3. adding in steps that are not part of the EOS Process as defined in the EOS Toolbox, Base Camp videos and guides, or the books in the Traction Library.

b. Honor our IP/Branding Guidelines, branding.eosworldwide.com
(<https://branding.eosworldwide.com/>)

2. As a consultant or coach integrating EOS concepts into your other materials

a. Need to give credit where credit is due

b. Use only ideas and concepts presented on [EOSWorldWide.com](https://eosworldwide.com)
(<https://eosworldwide.com>) and found in the Traction Library, without using EOS trademarks or copyrights and following point 2e below.

c. Honor our IP/Branding Guidelines, branding.eosworldwide.com
(<https://branding.eosworldwide.com/>)

d. You can't alter EOS Tools in any way.

e. Use only a handful (1-3) of the EOS Tools. When you start teaching substantially more or all of the foundational Tools, it feels more like Option 1 than Option 2.





Registered and Common Law Trademarks

EOS has trademark rights in each of the terms below, as well as in our stylized lightbulb logo. Also, each of the terms below have a specific meaning within EOS and must be used appropriately.

EOS Worldwide permits EOS Implementers who have active Base Camp subscriptions to use our trademarks subject to the limitations provided in the Base Camp Membership Agreement (<https://basecamp.eosworldwide.com/eos-terms-conditions/>).



10-Year Target™

3-Step Process Documenter™

3-Year Picture™

3 Uniques™

5-5-5™

8 Cash Flow Drivers™

The 8 Questions™

90-Day World®

Assistance Track™

“Back to the Basics” Checklist™

Certified EOS Implementer®

Clarity Break™

Compartmentalization™

Compartmentalize™

Compartmentalizing™

Core Focus™

Core Questions™

Core Target™

Data Component™

Delegate and Elevate™

Entrepreneurial Operating System®

EOS®

EOS 400K System™

EOS Foundational Tools™

EOS Implementer Base Camp™

EOS Implementer Community™

EOS Implementer®

EOS Life®

EOS Model®

EOS Process®

EOS Scorecard™



EOS Toolbox™

Five Leadership Abilities™

Five Leadership Practices™

Five Management Practices™

Focus Day™

GWC™

IDS™

Issues Component™

Issues Solving Track™

Level 10 Meeting™

LMA™

Meeting Pulse™

Merger/Acquisition “Fit”™

“Off-Line” Meeting Track™

Organisational Checkup™

Organizational Checkup®

Partnership Rules of the Game™

People Analyzer™

People Component™

Process Component™

Professional EOS Implementer®

Professional Implementer Boot Camp™

QCE™

Quarterly Collaborative Exchange™

Quarterly Conversation™

Quarterly Pulsing™

Sales Department Checkup™

Same Page Meeting™

Six Key Components™

Three-Step Process Documenter™



Traction Component™

Traction®

Trust Builders™

V/I Duo™

V/TO™

Vision Building™

Vision Component™

Vision/Traction Organizer™

Visionary and Integrator™

Spanish

Meta a 10-años™

Documentador de Procesos de 3 pasos™

Panorama a 3-años™

3 Habilidades Únicas™

5-5-5™

Los 8 Impulsores de Efectivo™

Las 8 preguntas™

Mundo de 90-días™

Vía de Asistencia™

Chequeo “de regreso a lo básico”™

Implementador Certificado EOS™

Receso de Claidad™

Compartimentalización™

Compartimentalizar™

Compartimentalizando™

Enfoque Medular™

Preguntas Medulares™

Meta Medular™

El Componente de Datos™

Delegar y Elevar™



What is an EOS Implementer?

An EOS Implementer combines a passion for helping entrepreneurs and their leadership teams with the skills and experience to help strengthen The Six Key Components™ of their business:

- Teaching every tool in the EOS Toolbox™
- Facilitating clarity, alignment, and resolution
- Coaching EOS Purity, accountability, and helping leadership teams become their best

The Three Types of EOS Implementers

EOS Implementers

Active Base Camp members who have not completed EOS Implementer Boot Camp training may self-implement EOS at their own organizations ("self-implementers") or assist organizations while maintaining membership in EOS Implementer Base Camp ("external implementers").

Only active Base Camp members may refer to themselves as EOS Implementers and/or implement EOS for a fee.

Professional EOS Implementers



- Complete our rigorous 3-day Boot Camp training program
- Actively use our online resource center, Base Camp
- Meet minimum standards for number of clients, quality rating, and total session count
- Collaborate regularly within the EOS Implementer Community to learn, share and grow.

Certified EOS Implementers

These are the most experienced, active members of our community.

In addition to meeting all the standards required of a Professional EOS Implementer, these experts:

- Implement EOS purely with 10 or more active clients and conduct at least 48 sessions per year
- Have experience implementing every type of session in the EOS Process™
- Achieve a minimum session rating of 8.75 (on a scale of 1-10)
- Actively help our community, rarely if ever missing an opportunity to collaborate

We may update these IP and Branding Guidelines from time to time without notice to you. If you have any questions, please contact us.

