

[The Traction Series - Introduction](#)

Lawrence: Hey, there. It's Lawrence and welcome to The Traction Series with Luke Carlson. I'm so excited about this. I think this is going to be a really, really exciting and productive series for you to consume to improve your high intensity training business. Let's kick this off by just quickly talking about what is traction. Traction is a best selling book from Gino Wickman, which shows you how to implement the entrepreneur operating system into your business, otherwise known as EOS. EOS is a proven business operating system constructed by amalgamating and adapting the best business practices across many business disciplines. Have you ever read a book, like a great business book, but felt a bit overwhelmed when trying to implement the ideas into your business and trying to make it work with your existing system?

Lawrence: I know I have, and what I love about Traction and EOS is it takes many of these best ideas, these timeless business concepts and principles from classics like Built to Last and Good to Great. It shows you how to make it all work in unison, how to make it all work together in a way that's less stressful, less overwhelming, clear, compartmentalized to help you succeed. Effectively the EOS system helps you strengthen the six key components in your business to help get your business in the top five percentile or 5% top percentile or the top 5% performing businesses. These six components are vision, people, data, issues, process, and traction.

Lawrence: I encourage you to check out the video below this MP3 in the membership to quickly hear from Gino Wickman on EOS and he'll elaborate on those

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six components in a bit more detail. Why did Luke and I decide to create this Traction series? There's plenty of videos online. There's a great book called Traction. You could quite easily do this yourself. There's a number of reasons and these reasons are why I'm so excited to bring you this series. We wanted to show you how to implement the book and a system specifically and a high intensity training business context so you can understand exactly how to make this work in your business. Over the last seven years, Luke and Discover Strength have invested over \$200,000 with one of the top or the top EOS implementers.

Lawrence: This is a consultant who understands the system inside and out and has actually been working with DS to execute and implement it in their business successfully. This is absolutely key and probably, Luke would agree with me on this, probably the fundamental reason why Discover Strength have been so successful for so many years. Luke's been talking about all these great concepts on the podcast. I've always wondered or not wondered, but only after having read Traction, I can now see where all of these great ideas come from. That's not the takeaway from Luke.

Lawrence: Luke is obviously a phenomenal entrepreneur, but it's become clear to me that Traction and the EOS system has clearly had a massive impact on the success of his business, as many of the concepts he's explored on previous membership podcasts and the public podcasts have drawn from the EOS philosophy. With that being said, Luke and DS have a lot of experience implementing and refining EOS and Discover Strength. Furthermore, Luke's been running an event called The Real HIT

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Experience for many years now, which is where Luke and Jim Flanagan coach entrepreneurs, high intensity training entrepreneurs, over a two day period on the history of high intensity training and also how to execute Traction and EOS successfully in their business. This is a \$2,000 two day event.

Lawrence: I'm so grateful that Luke is going to be taking much of what he teaches in that event and providing that to you as a member within this Traction series. Again, Luke and Jim obviously have been running this event for a long time. They've been sitting there with people like you, high intensity training business owners, and helping them execute and implement EOS in their business and seeing the mistakes they've made. There's no one better qualified to show you how to implement this system successfully in your business. That's why I think this is going to add an enormous amount of value. I know many of you know of Traction already, know of EOS already, and have been looking forward to me and Luke creating something like this so that you can take what you have already implemented to the next level in your business.

Lawrence: Watch the video below this to get a little bit better understanding of EOS and Traction from Gino himself. Buy the book. I absolutely employ you to actually buy the book Traction because you will need it as you're going through this series. You will need to refer to it because we won't be going through every single detail in the book. Just the key concepts that you need to implement successfully and hit business context. You will need to follow along with the book and implement that in your business as you go.

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Enjoy the series. I just want to say you can read the book, you can consume the series, but if you don't take action, it's all for not and it really doesn't matter. You won't get the results that you want.

Lawrence: But if you do take action, I 100% guarantee you that you will get the results you're looking for in your business. What we will do over time is obviously as people engage in the series, you'll be able to ask questions and leave comments within the forum, within the actual membership, within The Traction Series thread. If you have any questions, please feel free to do that. It will make it really productive for all the other members in the membership to expand on each of the modules that we explore in the series. But also if you want to just email me, lawrence@highintensitybusiness.com, or message me in our one-on-one private coaching. I can help you through The Traction Series and through those channels as well. I'm so excited for you.

Lawrence: I hope you're going to get a ton of value out of this. With no further ado, please enjoy the Traction series.