

EOS® Implementer Tool Overview:

Rocks & Scorecard Worksheet

EOS brings structure. But execution can break down in vague Rocks or missing KPIs. Help your clients cascade their SMART goals into aligned, measurable Marketing rocks with owners so they can turn strategy into action.

From SMART Goals to Rocks

We have developed this exercise specifically for EOS® implementers to guide their clients through a series of cascading sequences to define their strategic priorities and then develop action-oriented Rocks with KPIs and owners. It answers questions such as:

SMART Goal (from V/TO™)



Strategic Priorities (key focus areas)



Marketing Rock(s) (3–5 quarterly focus initiatives)

- What really needs to happen in order to achieve the organization's goals?
- What is achievable in the next 90 days and furthers our progress to the goal?
- Who will drive it – and how will we know if we're on track?

Use This Tool To:

- Help clients struggling to define the right Rocks aligned with their Marketing Strategy
- Create accountable execution plans and Scorecard metrics

Coaching Prompts

- Does everyone on the team know how their work is driving our goals?
- How much of our time is spent furthering our goals versus firefighting?
- If our Rocks aren't heading in the right direction, how will we know?

Chief Outsiders tools for EOS® Implementers

This tool is part of a Chief Outsiders toolkit designed for EOS Implementers to use with clients as they prepare for L10 meetings, V/TO™ workshops, or other Marketing and go-to-market review sessions. Get additional tools or request a complimentary consultation with a Chief Outsiders CSO or CMO by visiting www.chiefoutsiders.com/eos.