



# Gene Roberts

The Traction Lab

## Helping The Entrepreneurial Business Grow. Smart.

Serial entrepreneur, speaker, and Certified EOS Implementer, Gene Roberts helps business owners and their leadership teams get what they want from their business.

Gene believes companies are most successful when they:

- Have a strong Vision that is shared by all
- Have great People on the team and in the right roles
- Set goals and manage success with Data
- Identify, Discuss and Solve Issues quickly and permanently
- Document core Processes that are followed by all
- Gain Traction by executing with discipline and accountability

## Gene Roberts

In his highly interactive sessions, Gene shares tips and strategies on how entrepreneurs and senior executives can strengthen these six key components to achieve high growth.

He's built and successfully sold four companies:

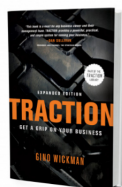
- The Cleveland Solutions Group (acq. NYSE:CBZ)
- New Channel Technologies (acq. NYSE:CBZ)
- Roberts Mechanical Equipment Co. (#3 - Weatherhead 100 winner)
- CoSource Staffing and Recruiting (acq. - National Practice)

Each of these companies were built on the same principles he teaches in his sessions.

Gene knows that leaders can become frustrated as their business becomes more complex. Today, he dedicates 100% of his time to teaching and facilitating the tools and disciplines that helped his companies – and over 7,000 other businesses – Grow. Smart.

### Traction: Get a Grip on Your Business

Traction, by Gino Wickman, introduces a simple yet powerful way to run your company that will give you and your leadership team more focus, growth, and enjoyment.



"EOS gave us a way to make sure we have the RIGHT PEOPLE in the RIGHT SEATS, and everyone understands their role in the success of the company."

-Roga Zona, President TPI Efficiency, Inc.

"EOS has completely changed the way we looked at our business. We have a clear Vision and a clear Plan that is shared by all."

-Christina Smith, COO of RME



## Ideal Audiences:

Gene and EOS are perfect for groups of growth oriented business owners and leaders, including:

- Business Peer Groups
- Industry Associations
- Trusted Advisor Groups
- Conferences

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