

YouTube Video

2014: The Year of Traction

In the spirit of giving, we wanted to send the eternal Gift of Business Traction to Washington DC's entrepreneurial community.

ARLINGTON, VA, January 20, 2014 /**24-7PressRelease**/ -- ChiefOptimizer announced the launch of the [Year of Traction](#) today. In conjunction with the announcement ChiefOptimizer also launched its Gift of *Traction* campaign, sending 100 copies of [Traction: Get a Grip on Your Business](#) by Gino Wickman to Washington, DC Metro second stage entrepreneurs.

"In the spirit of giving, we wanted to send the eternal Gift of Business *Traction* to DC's entrepreneurial community," said Jonathan B. Smith, CEO at ChiefOptimizer.

Positive Community Impact The basis of *Traction* is the Entrepreneurial Operating System (EOS). EOS is a set of timeless business principles and real-world tools that help Entrepreneurs get what they want from their businesses. By mastering this simple "way of operating," leadership teams of growth-oriented companies systematically and permanently improve. EOS is a proven system with over 10 years of history and is in use in more than 650 companies. It consistently helps companies achieve more revenue growth and more profit, and also delivers a better balance of life to company owners and leaders.

Gift of Traction If you know an emerging growth entrepreneur in Metro DC or Metro NY who you think who could benefit from the free Gift of Business *Traction*, let us know at (gift@chiefoptimizer.com) or www.chiefoptimizer.com/gift-of-traction).

ChiefOptimizer Announces 2014 as the Year of Traction

Written by Australian Business

Companies eligible for the free Gift of *Traction* must meet the following criteria: \$2 million to \$100 million in Revenues; 10 to 250 Employees; Growth Oriented, Open-Minded; Appreciative; Respectful; Frustrated; and Want Help.

We intend on distributing at least 250 copies of *Traction* as part of this campaign and look forward to a prosperous 2014.

About ChiefOptimizer: ChiefOptimizer works with emerging growth entrepreneurs and their leadership teams to help them break through the ceiling and continue their growth trajectory. The Entrepreneurial Operating System (EOS) is the primary framework that used to help its clients gain traction. In the end, the goal is for everyone to be 100% on the same page about the client's plan and how it is going to be executed. The client's leadership team works as a cohesive and functional unite and their organization makes progress towards achieving the vision daily. For more information, please visit www.chiefoptimizer.com

About EOS Worldwide: Headquartered in Livonia, Michigan, EOS Worldwide has been delivering management solutions to businesses for over ten years. Offering training, management resources, and organizational assessments, EOS provides the tools business owners need to grow and manage their business in today's dynamic and competitive business world. For more information, please visit www.eosworldwide.com.