



Real • Simple • Results

Get a GRIP on your business.

Clarify, simplify and achieve your vision.

When I first read the book “**Traction**” by Gino Wickman, it hit me like a lightning bolt. After many years of searching, I finally found an Entrepreneurial Operating System (EOS®) that is **Real, Simple** and gets **Results**. A method that helps entrepreneurs get more of what they want out their businesses. A simple set of tools to resolve ALL of the issues a leader may face.

As a Certified EOS® Implementer, I work with leadership teams to help them do 3 things we call **Vision, Traction, Healthy**.

Vision – *Getting your leadership team 100% on the same page with where your organization is going and how it will get there.*

Traction – *Getting your leadership team more disciplined and accountable, solving problems and executing consistently on your vision.*

Healthy – *Getting your leadership team healthy, functional and cohesive because, unfortunately, most leaders don't work well as a team.*

As goes your leadership team, so goes the rest of the organization. We get to the point where your entire organization is crystal clear on your vision, much more disciplined and accountable in executing your vision; gaining traction; and becoming healthy, functional, and cohesive.

The EOS® process is NOT for everyone. If you....

- Own or run a business in central Iowa in any industry
- With revenues between \$2M and \$100M; and
- Employ between 10 and 250 people;
- Aren't afraid to be real, open, honest, and vulnerable;
- Are looking to get better accountability and results from your people; and
- Interested in **clarifying, simplifying and achieving your vision**.

Then I'd encourage you to look closer at my website www.whycompany.com and discover the simplicity of **Traction**. If you are interested in learning more, we can schedule a Free 90 minute “no-obligations” meeting with your leadership team. I will take you through the EOS® Model and Process and give your leaders enough information to decide if EOS® is right for your business.



“ Mark is the perfect balance of antagonist and supporter! He simply has so much “business, real world” experience — everyone else theorizes about business, he has actually done it! He has also been “in the room” with so many different businesses and business leaders. Mark has helped me “calm the business down.” I have a clear vision and it allows me to focus. He knew what to say to me and my team at some of the toughest moments of my career; you can't put a price on that.

Steve Hauschilt, President
Graham Construction Company



As the founder of the WHY! Company, **Mark Stanley** helps entrepreneurial leaders clarify, simplify and achieve their vision. He has worked with over 150 different types of organizations in just about every industry, and has previous experience with Theory of Constraints (TOC), LEAN and Six Sigma tool kits before making EOS® his exclusive focus. Mark's passion is helping entrepreneurial leaders get more of what they want from their businesses.

Mark was one of the first EOS® implementers in 2009 and is one of only 150+ Certified EOS® Implementers worldwide. To be part of this elite group, he has undergone extensive training, participates in continuing education, and attends Quarterly Collaborative Exchange (QCE) meetings with his peers on his way to EOS® Mastery and Purity.



CLIENT LIST BY INDUSTRY

MANUFACTURING - 51

- Advanced Tooling Specialists
- ALMACO
- Applied Technology Plastics
- Bandag /TDS
- Bedford Reinforced Plastics
- CemenTech
- Centro Manufacturing
- Clipper Windpower
- Deatsch Werks
- Dee Zee Manufacturing
- DFS Animal Nutrition
- Donaldson
- EZ Dumper
- Fairfield Glove
- Feed Energy
- Firestone
- Fort Dodge Animal Health
- Freemont Farms
- General Mills
- Gowanda
- Hansen Ag
- Heinz Corporation
- Hi-Heat
- HNI Corporation
- Howgan Electric
- IMI Cornelius
- Iowa Mold Tooling
- John Deere – Waterloo
- Keifer Built
- Kreg Tool
- LDJ Manufacturing
- Mahle-Tenex
- Meto Kote Corporation
- Omega Cabinetry
- Oral B
- Pella Windows
- Pengo
- Pindar Set
- Power Engineering & Manufacturing
- Prince Manufacturing
- Rockwell Collins
- Sears Seating
- Seneca Foundry
- Seneca Tank
- Siegwork
- SR Instruments
- United Equipment Associates
- Viking Pump
- Wells Blue Bunny
- Windsor Windows
- Winnebago

SPORTS / ENTERTAINMENT - 1

- Menace Soccer Club

DISTRIBUTION - 9

- College City Beverage
- Fort Dodge Steel
- Jacobson Warehousing
- Balance 4ward
- JM Swank
- RPA International
- Snap-On Tools
- Solar Transport
- Union Pacific

CONSTRUCTION - 8

- 4 Corners Homes
- CTI – Concrete Technologies Inc.
- Graham Construction
- Master Builders of Iowa
- McGill Restoration
- Scott Construction
- Speck USA
- Summit Concrete

HEALTHCARE - 5

- Guttenberg Hospital
- Medix Tech
- Mercy of Des Moines
- St. Luke's of Cedar Rapids
- University of Iowa Hospitals

NON-PROFIT / GOV / EDUCATION - 17

- Balance Autism
- Center for Ind. Research & Service
- Defense Acquisition University
- DMACC
- Dowling Catholic School
- Eastern Iowa Community College
- Essential Pregnancy Services
- Hawkeye Community College
- Iowa Catholic Radio
- Iowa Quality Center
- Iowa Sports Foundation
- Kirkwood Community College
- Meals from the Heartland
- North Iowa Community College
- Penn State University
- Quad Cities Chamber of Commerce
- State of Iowa

BANKING / FINANCIAL / LENDING - 7

- Blackbird Investments
- Community Business Lenders
- Green State Credit Union
- Harrison Financial
- Javlin Capital
- Prisma Financial
- Vendorin

SERVICE / TRANSACTION - 39

- Ad-Track
- Ankeny Animal & Avian
- Bearence Management Group
- ChildServe
- Copy Systems, Inc.
- CoreFocus
- Delta Dental of Illinois
- Delta Dental of Iowa
- EDS
- Express Logistics
- Gateway Mortgage
- GMAC
- Golden Rule Plumbing
- Goldratt Consulting
- Holmes Murphy & Associates
- Housby Online
- HOW? Company
- Howgan
- IDEA
- IMAGETek
- Iowa Foundation for Medical Care
- John Deere Credit
- Kading Properties
- The Members Group
- Mudd Advertising
- Natel Broadband
- NCS Pearson
- Paragon, Inc.
- Perficut
- Rainbow International of SCI
- Saxton
- SITEL
- Solutions for Sales
- US Water / Culligan
- Wellmark Blue Cross & Blue Shield
- Wells Fargo
- WPA Intelligence
- Viable Vision, LLC
- Vision Electric

RETAIL - 4

- Dufresne Group Ashley Stores
- Hills Country Ashley Stores
- Kum & Go Convenience Stores
- Mr. B's

DEALER / AUTO - 5

- Certified Transmission
- Housby Mack
- Schaefer Autobody
- Victor L Phillips
- Wright Auto

TOTAL = 146