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# 100

## St. Louisans You Should Know

**Jeanet Wade, Jalapeno**

**A**s a business consultant, Jeanet Wade was searching for a way to really make a difference in her clients' success. She found the answer in a book, "Traction," by Gino Wickman.

After reading the book, which outlines a business system known as the Entrepreneurial Operating System (EOS), Wade knew this system was the key to helping businesses throughout the region become successful.

"This system is a life-changing thing," Wade said. "It fundamentally changes people's spirits and their energy. It's transformative."

She became a certified EOS implementer, the only certified implementer in St. Louis, and over the last six years she helped over 58 clients achieve results with EOS. As an EOS certified implementer, Wade helps companies implement the system through a 24-month journey.

EOS is a comprehensive business system, integrating a holistic business model with a complete set of simple tools and a process to align and synchronize all the pieces of a business.

"The system helps people think more simplified about their strategy, helping them implement and execute that strategy and helping them be more functional in accomplishing it," Wade said. "In the past, I've found leaders would typically dabble in things. They would hear a speaker at a conference and try that strategy for a while, or they would read a book and try another strategy for a while. They would randomize these strategies and wouldn't really think about it, like putting four different tires on a car. What I like about EOS as a system is that it takes a holistic view that is simplified down to just 20% of things that get you 80% of the results. It doesn't overcomplicate things."

Wade said her clients improve organizational effectiveness by an average of 213% within the first year of implementing the system, and they improve top-line revenue by an average of 20.4%.

She said CEOs and visionaries are originally attracted to the book and the system as a way to get strategy and their vision implemented. "That's the big draw at first, but what really happens is it changes their lives."

