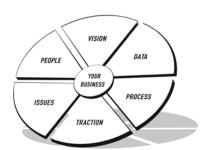
## THE EOS MODEL $^{\mathsf{TM}}$



## THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: McMinnville City Council

## **VISION**

CORE VALUES (How and Who)	<ol> <li>Service to our Community: We offer ourselves in humble service to our community and give charity and love to others through this service.</li> <li>Compassion: We serve with compassion and empathy for others.</li> <li>Exceptional Communication: We listen deeply to understand and choose our communication carefully to enhance clarity, mutual understanding and our effectiveness as leaders.</li> <li>High Integrity: We are principle centered leaders guided by a moral compass and a higher purpose.</li> <li>Courage: In all things we face, we have courage to persevere together to create effective solutions.</li> <li>Clarity of Vision: We work to be clear in our thinking and decisive in our action to create a clear, inspirational path for those we lead.</li> <li>Source: 8-24-2021 McMinnville City Council Level 10 Meeting w/ notes</li> </ol>
CORE FOCUS™	Purpose/Cause/Passion (Why): In humble service, we are called to work hard together to solve the challenges of today in order to leave an exceptional legacy for future generations.  Our Niche (What): We provide inspirational leadership to the City of McMinnville in alignment with a clear vision. We provide policy direction that orchestrates synchronized, consistent, effective actions to move the City towards the successful manifestation of this vision.  Source: 5-25-2021 City Council Level 10 Meeting