



Brand Glossary + Acronyms

The Unique Language of EO

2024

EO Global Communications



Entrepreneurs'
Organization

EO GLOSSARY & ACRONYMS

“EO-isms” - Our Most Used Acronyms

GENERAL

EO – Entrepreneurs' Organization
GSEA – EO's Global Student Entrepreneur Awards
EOA – EO Accelerator
P&P – Policies and practices
SLP – EO Spouse and Life Partner

EO REGIONS

APAC – Asia Pacific
CAN – Canada
EU – Europe
LAC – Latin America and the Caribbean
MEPA – Middle East, Pakistan, and Africa
NA – North Asia
SA – South Asia
USC / U.S. Central – United States Central
USE / U.S. East – United States East
USW / U.S. West – United States West

MEMBER LEADERSHIP AND EXPERIENCE

AD – Area Director
CS – Chapter Staff (also known as chapter managers)
EOBOD – EO Board of Directors
GD – Growth Director
MED – Member Experience Director
MFD – Multi-Functional Director
MPD – Member Products Director
MSC – Member Service Center
OIL – Once in a Lifetime ('see description in EO Glossary that follows)
POL – Path of Leadership
RC – Regional Council
SFC – Standing Finance Committee

LEARNING/EVENTS

EMP – Entrepreneurial Masters Program
GLA – Global Leadership Academy
GLC – Global Leadership Conference
GSA – Global Speakers Academy
IPM – Integrated Planning Meeting
ISM – Integrated Strategy Meeting
LBS – EO/London Business School Growth Forum
PM – EO Presidents' Meeting/s
RIE – Regional Integration Event (South Asia)

EO Glossary

Commonly used EO terms and phrases used by members, professional staff, and chapter staff.

CHANGE PROJECTS – These are ad hoc, one-to-three-year standalone projects that seek to improve EO via organization-wide changes that benefit from being managed outside of the existing teams. These projects are approved through the Change Process by the Global Board.

EO GLOBAL BOARD OF DIRECTORS – Per EO Policies and Practices, the EO Global Board manages the business and affairs of the organization. The Global Board is composed of nine to 12 three-year-term directors in accordance with the Bylaws; provided, however, that the Board shall have the power to elect an additional three directors that shall serve for two years. The CEO shall be an ex-officio member of the Board.

ELUMNI – Our internal name for former EO members who have moved on from active membership.

EO VALUES – Also described as core values. These are four, non-negotiable concepts designed to shape EO's desired culture among professional staff, members, and partnerships. They are: Trust and respect; Thirst for learning; Think big, be bold; Together we grow.

EO GLOBAL STAFF (or) PROFESSIONAL STAFF – EO's professional staff serves as an informed resource to members, providing historical perspective, context, and continuity. They assist in facilitating strategy, discussions, and activities. They work to ensure all work is consistent with the organization's goals, objectives, and policies, and provide the necessary execution support.

INTEGRATED PLANNING MEETING (IPM) – This tactical gathering convenes Tier 1 chairs and staff liaisons, serving as the main stakeholders. Usually scheduled in April, the IPM aims to align team goals for the fiscal year, emphasizing collaboration across the organization.

INTEGRATED STRATEGY MEETING (ISM) – As a strategic assembly, the ISM brings together the Global Board, staff management team, and Tier 1 chairs, as key stakeholders. The focus here is on charting EO's long-term strategic direction and addressing potential obstacles that may impede the organization's progress. This meeting usually takes place in November.

MEMBER BENEFIT – A descriptor for one of many perks associated with membership in EO, to include tools, resources, networks, events, and access, among others. Some of these benefits are core to global membership and included in annual renewal fees. Others are user-pay. Details can be found on the EO website or EO Products User Guide.

MEMBER SERVICE CENTER (MSC) – A central hub and contracted team of more than 30 associates within EO's global organization who manage and coordinate various services, including regional service delivery, premier services, and functional support for global staff.

MEMBER SERVICE CONCIERGE – A specialized MSC team tasked with providing personalized assistance and support to active members, chapter staff, and regional staff for key activities such as new member orientation, documentation assistance, member inquiries, and data support.

'ONCE IN A LIFETIME' ('OIL') – A term commonly used by EO and members in marketing materials and conversations to describe rare, one-of-a-kind EO events and gatherings. To be described as 'Once in a Lifetime', the access members receive must be so highly unusual and coveted that members are unlikely to have secured it on their own. True 'once in a lifetime' EO events and experiences should **not** simply refer to the assembly of members gathered in a special location, but to the truly *exceptional* access they have gained to a person/s or place, thanks to EO membership.

ORGANIZATIONAL OBJECTIVES – These are created by member leaders and senior staff and impact the organization in the subsequent fiscal year. Objectives dictate committee, portfolio, and regional initiatives.

ORGANIZATIONAL PLANNING CYCLE – The annual timeline pertaining to leadership development, strategy building, execution, and measurement at all levels of the organization, with member leaders and professional staff alike.

ORGANIZATIONAL PLAYBOOK – A living document, updated annually, for professional staff and member leaders (at the Tier 1 level) to access critical information about EO's structure and operations. The playbook details how members and staff work together, what success looks like, and how we will hold each other accountable.

PORTFOLIOS – Portfolios are functional leadership teams that develop new products and programs and support delivery of EO's products and overall global resources through the regions, chapters, and direct to members. EO currently has four portfolios: Growth, Experience, Training, and Products.

REGIONAL COUNCILS – Regional Councils support chapter health, ensure core operations are standardized in their geographic area, and provide localized product delivery. EO is currently organized into 10 regions (APAC, Canada, Europe, LAC, MEPA, North Asia, South Asia, US Central, US East and US West).

REGIONAL EVENTS - A premier multi-day connection and learning experience designed to benefit all members and guests within any one of EO's 10 geographic regions. EO Regional Events typically occur each year and accommodate 250 to 1,200 attendees from across the local region, and beyond. Typical offerings include one-of-a-kind experiences unique to the event destination and feature renowned thought leaders and business icons as guest speakers. Regional events of each region include:

- EO Alchemy – U.S. West
- EO Discovery – North Asia
- EO Ignite – South Pacific
- EO LACademy – LAC
- EO Nerve – U.S. East
- EO One Canada – Canada
- EO RIE – South Asia
- EO Unleashed – MEPA
- EO Unlimited – Europe
- EO XCentric – U.S. Central

REGIONAL/PORTFOLIO INITIATIVES – Yearly initiatives that regional councils and functional portfolios undertake to support EO's annual organizational objectives.

STANDING COMMITTEES – EO has two standing committees: Finance and Governance, which draw their responsibilities from the EO Global Board of Directors and provide recommendations after considering policy.

STRATEGIC PRIORITIES – The primary goals of the global organization over a specified period.

STRATEGY SUMMITS – A chapter-focused product that offers structured leadership development through annual, mid-year, and new chapter summits, guiding boards in priority setting and strategy implementation. Annual summits foster alignment and accountability, providing defined priorities and action plans, while mid-year sessions realign and re-engage, ensuring a strong finish to the year.

TASK FORCES – Per the Bylaws: The Board may establish task forces from time to time for any purpose. The EO Board of Directors may further define the size of a task force, the participating members' qualifications, and the scope of the roles and responsibilities of a task force.

TIER 1 LEADER – Describes members voluntarily serving in global, one-year, leadership positions as chairs of regional and functional leadership groups, committees, or Change projects. There are 10 'Tier 1' regional chairs leading the regional councils, four 'Tier 1' functional chairs leading the portfolios, and two 'Tier 1' chairs leading standing committees. The number of Tier 1 leaders chairing Change projects may fluctuate year to year.

TIER 2 LEADER – Describes members voluntarily serving in a variety of global, one-year, leadership positions as members of the four functional portfolios (Experience, Growth, Products, Training), or as functional directors serving the 10 regional councils, or as members of the two standing committees (Standing Finance and Governance) or Change projects.

TIER 3 LEADER – Describes members voluntarily serving in a variety of regional, one-year, leadership positions known internally as functional 'Experts' supporting the 10 regional councils. They also support the corresponding, functional chapter officers who lead chapters in their regions.

UWC – An acronym for "Unanimous Written Consent," applied largely to EO Board activity and decision-making.