A PLAYBOOKBUILDER RESOURCE

GETTING PROCESS FOLLOWED BY ALL

IMPLEMENTER PLAYBOOK

PERSON | PLAYBOOK | PLATFORM

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playbook BUILDER™

CONTEXT AND TEACHING

PURPOSE

Use this companion when a client needs help turning Process into something that is driven, adopted, measured, and continuously improved.

The Process Documenter already asks the Leadership Team to identify someone who will drive accountability for getting Core Processes documented, simplified, and Followed By All.

PlaybookBuilder gives that person a role, a platform, and a repeatable method.

DIAGRAMS

PERSON
+
PLAYBOOK
+
PLATFORM
→ FOLLOWED BY ALL

(D1)

PERSON + PLAYBOOK + PLATFORM

PERSON

MASTER BUILDER

The person who drives Process toward Followed By All.

Find the gap. Capture the knowledge. Drive adoption. Measure results.

FIND THE GAP | CAPTURE THE KNOWLEDGE
DRIVE ADOPTION | MEASURE RESULTS

(D2)

PLAYBOOK

PLAYBOOK CYCLE™

The Playbook Cycle is a continuous process for identifying Process improvement opportunities, building solutions, driving adoption, measuring results, and improving it over time.



(D3)

PLATFORM

PLAYBOOKBUILDER

The software platform built for Followed By All.

BUILD	Capture knowledge with AI.
TRAIN	Assign and verify.
ENGAGE	Drive adoption.
MEASURE	FBA Score + business KPI.
IMPROVE	Keep Process current.

FBA SCORE
Are they following it?

BUSINESS KPI
Is it working?

(D4)

CONTEXT AND TEACHING

WHERE SHOULD THEY START?

Don't encourage the client to document everything at once.

Start with a signal. Often that signal is on the Scorecard.

It might also be a recurring Issue, customer complaint, error, bottleneck, training gap, key-person dependency, or other meaningful business problem.

Then determine which process deserves attention:

1ST → 2ND → 3RD

And connect each priority to a Scorecard number or KPI.

The question is:

What result should improve if this process gets better — and what number will tell us?

The MASTER BUILDER role is deliberately measured this way. Counting playbooks tells you very little; tying the work to measurable business results tells you whether it matters.

> **RESOURCE**
>
> Use the **Playbook Priority Planner** with clients who need help determining where to begin.
> Separate PlaybookBuilder tool.

DIAGRAMS



#	PROCESS	KPI
1ST		
2ND		
3RD		

(D5)

CONTEXT AND TEACHING

WHO SHOULD BE THE MASTER BUILDER?

Don't start with title or department.

Look for someone who:

- Sees things through.
- Is curious and likes people.
- Can get cooperation across departments.
- Communicates well.
- Is comfortable with technology.
- Can manage up.
- Has enough energy and durability to keep the work moving.

Look for instincts more than credentials.

Training can supply the method. It can't supply someone who cares whether people use what they built.

> **RESOURCE**
> Use the **MASTER BUILDER Finder** to help the V/I identify potential candidates. For deeper role definition, use the **MASTER BUILDER Job Description**.
> Separate PlaybookBuilder resources.

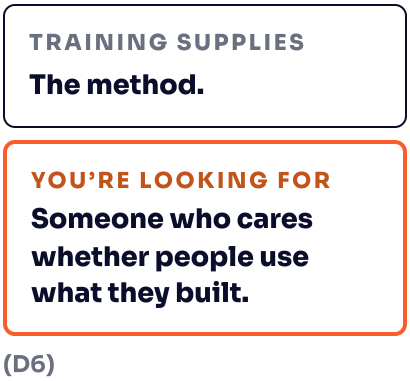
WHEN TO INTRODUCE PLAYBOOKBUILDER

Listen for statements like:

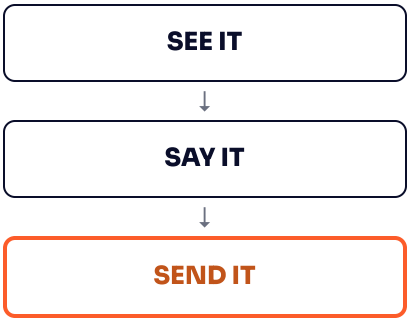
> "Who's going to own this?"
> "We don't know where to start."
> "Everything lives in people's heads."
> "We don't have time to document all of this."
> "We've documented processes before, but nobody uses them."
> "Training is inconsistent."
> "How do we actually get this Followed By All?"

You don't need to teach PlaybookBuilder. You don't need to explain the entire MASTER BUILDER methodology. You don't need to demo the software.

DIAGRAMS



(D6)



(D7)

CONTEXT AND TEACHING

DIAGRAMS

See (D7)

SAY IT

WHAT TO SAY IN THE ROOM

> **“I think PlaybookBuilder could help you here. They’ve built an entire system around getting Process Followed By All — including training the person who will drive the work. They are licensed by EOS. Let me introduce you.”**

That’s enough.

SEND IT

INTRODUCTION EMAIL

SUBJECT **PlaybookBuilder Introduction**

Hi [Client] and [PlaybookBuilder],

Making an introduction based on our Process discussion today.

[Client] is working on getting their Core Processes documented, simplified, and Followed By All, and we’ve discussed identifying someone internally to drive that work.

I think it would be helpful for them to see how PlaybookBuilder approaches this with the MASTER BUILDER role, Playbook Cycle, and platform.

I’ll let you take it from here.

[Implementer]

CONTEXT AND TEACHING

WHAT HAPPENS AFTER THE INTRODUCTION?

1 PLAYBOOKBUILDER MEETS WITH THE V/I
We'll demonstrate how Person + Platform + Playbook work together and determine whether PlaybookBuilder is a fit.

2 THE CLIENT IDENTIFIES THEIR MASTER BUILDER
If they move forward, we'll help the V/I identify the right person. The role can be part-time or full-time depending on the organization.

3 THE MASTER BUILDER GETS TRAINED
The MASTER BUILDER Credential is included with the PlaybookBuilder account. The Credential teaches the role, Playbook Cycle, and practical tools needed to do the work.

4 THEY START WITH THE RIGHT WORK
Leadership prioritizes the first processes to address and assigns a Scorecard number or KPI to each. Then the MASTER BUILDER starts running the Cycle.

DIAGRAMS



(D8)

YOUR PLAYBOOKBUILDER RESOURCES

MASTER BUILDER Finder
Helps the V/I identify who on the team could serve as the MASTER BUILDER.

MASTER BUILDER Job Description
Defines the role, responsibilities, characteristics, Leadership requirements, and measures of success.

Playbook Priority Planner
Helps Leadership determine which processes should go 1st, 2nd, and 3rd and connect them to measurable results.

MASTER BUILDER Credential
Trains the person to perform the role.

IDENTIFY THE NEED. MAKE THE INTRODUCTION. WE'LL TAKE IT FROM THERE.

playbook BUILDER™

The Operating System for Followed By All.

www.playbookbuilder.com

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