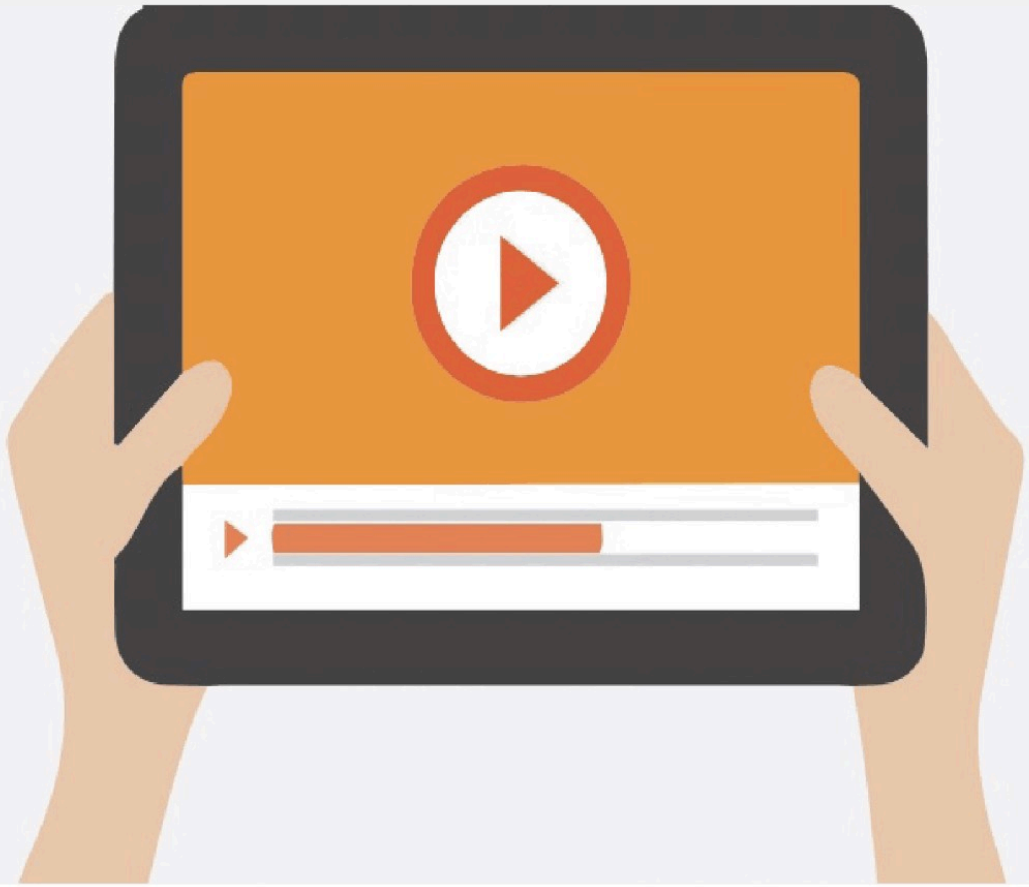
Playbook Your Business

The Playbook Priority Planner



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Getting Started

Trying to get your PROCESS PROJECT off the ground? Without a compelling reason for doing them, Process Projects get kicked down the road, quarter after quarter. Instead, focus first on prioritizing. Clarity creates energy and focus.

The Secret: **FIND THE FIRE.** Every leadership team have Company Rocks. Those are the highly important initiatives that simply MUST get done. It's like a fire. Those are either BIG PROBLEMS or BIG OPPORTUNITIES. Tie into those for your Process Projects and you'll get the resources, energy, and drive from your Leadership Team. Once Process is in motion, it's easier to keep the momentum.

To help with this challenge, here is a simple tool for prioritizing your Playbooks:

1. Begin by listing out a maximum of **twelve areas of the business** that need to be Playbook'd.
2. Assign a check mark score to **each Playbook** based on the following criteria:
    - **Urgency:** Is it URGENT and Important? Or simply Important. Urgency is essential.
    - **ROI Potential:** Will there be a significant return on investment of time and energy?
    - **Integrator Priority:** Does this project align with the V/TO?
    - **Process Documented:** Has there been *any* documentation or mapping?
    - **Subject Matter Experts (SMEs) Identified:** Do you have right person for this?
3. Add up the check marks for **each Playbook** to determine which ones have the highest scores.
4. Select the **top three Playbooks** with the highest scores and rank them in order of priority.
5. Assign a KPI (performance metric) to the three playbooks to ensure you have a measure of success.

By following this process, you can prioritize your Playbooks and tackle them in a more organized and efficient manner.

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Playbook Priority Planner

Directions

1. Define 12 **areas in your business to Playbook**
2. Score each **Playbook** against the priority criteria along the top
3. Score your grid and select the **top 3** that will have the most impact
4. Rank the top three into an order of priority

Examples

- Sales
- Marketing
- Team Onboarding
- Client Onboarding
- Customer Service
- Supply Chain
- Human Resources
- Accounting
- M&A
- Administration
- Event Management
- Assembly
- Technology
- Manufacturing
- Procurement
- Processing

Top 12 Playbooks	Urgent?	ROI Potential?	Integrator Priority?	Process Documented	SME Identified?	
Sales	✓	✓	✓			3
Marketing			✓	✓	✓	3
Operations	✓		✓		✓	3
Finance				✓	✓	2
Facility				✓	✓	2
Team Onboarding	✓	✓	✓		✓	4
Client Onboard'g	✓	✓	✓		✓	4
Offboarding					✓	1
Information Tech				✓	✓	2
Customer Support	✓	✓	✓	✓	✓	5
Administration				✓	✓	2
Purchasing				✓		1

Top 3 Playbooks

HR Onboarding	Warehouse	Customer Support
Metric to Measure It		
Speed: 6 weeks	Pick: 200hr	Net Promoter: 86+
2	3	1

Order of Priority

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Top 12 Playbooks	Urgent?	ROI Potential?	Integrator Priority?	Process Documented	SME Identified?	
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
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	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐

Top 3 Playbooks

Metric to Measure It

Order of Priority			
	1	1	1

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Documenting isn't the finish line. Following is.

The Playbook Cycle™

A simple, proven method to drive a Followed By All culture and improve Scorecard numbers



Most process work dies after documentation. The SOP gets written, filed away, and nothing changes.

The Playbook Cycle™ fixes that. Five stages. One continuous cycle that turns documentation into a team that actually follows it.

It's the same method our Master BUILDERs run inside real companies.

Learn more at playbookbuilder.com

PlaybookBuilder is the Followed By All Operating System: the right Person, clear Playbooks, and a Platform your whole team uses. We help growing companies get what their best people know into processes everyone follows. playbookbuilder.com

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