

BUSINESS OFFENSE PLAYBOOK – THE GAME PLAN

BUSINESS NAME:

PURPOSE

VALUES

VISION

SUPERPOWER

COMPANY GAME PLAN

LEAD GEN

SALES

SCALE

MY QUARTERLY GAME PLAN

NAME:

ACCOUNTABILITY PARTNER:

DUE DATE:

TRAINING

LEAD GEN

SALES

SCALE

GAMIFY/REWARD

BUSINESS OFFENSE PLAYBOOK – PRACTICE DAILY

VERTICAL RELATIONSHIP



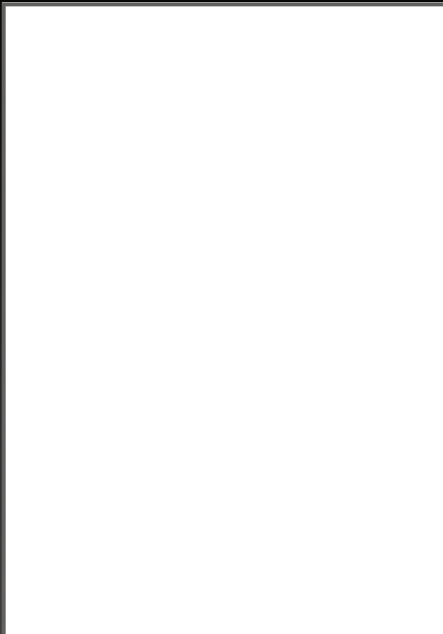
HORIZONTAL RELATIONSHIP



LEADERSHIP



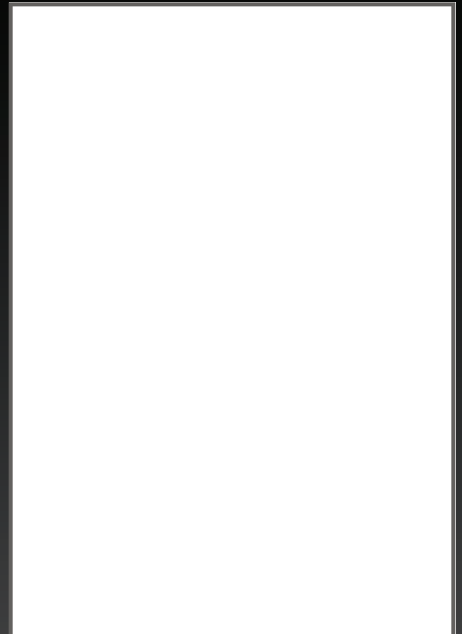
LEAD GEN



SALES



SCALE



BUSINESS OFFENSE PLAYBOOK – GAME PLAN ADJUSTMENTS

WHAT ARE THE 3 TO 5 MOST IMPORTANT THINGS WE LEARNED ABOUT OUR EXECUTION IN THE PAST 90 DAYS?

A large, empty white rectangular box intended for handwritten notes or typed text, occupying the upper half of the page.

WHAT ARE THE 20% OF ACTIVITIES THAT WILL GENERATE 80% OF THE RESULTS IN THE NEXT 90 DAYS?

A large, empty white rectangular box intended for handwritten notes or typed text, occupying the middle section of the page.

HOW CAN WE MAKE WORK FUN AND REWARD EMPLOYEES FOR PERFORMANCE IN THE NEXT 90 DAYS?

A large, empty white rectangular box intended for handwritten notes or typed text, occupying the lower half of the page.