

Drive playbook performance in your organization by using a Playbook Manager.

PLAYBOOK MANAGER™ EXAMPLE

PLAYBOOK	OWNER	DEFINED DATE	LAST TRAINED DATE	LAST OPTIMIZED DATE	NEXT TRAINED DATE	NEXT OPTIMIZED DATE
CUSTOMER JOURNEY	Harry	3/1/2X	7/1/2X	11/1/2X	1/1/2Y	6/1/2Y
EMPLOYEE JOURNEY	Harry	5/1/2X	8/1/2X	12/1/2X	2/1/2Y	7/1/2Y
SALES	Jack	5/15/2X	9/10/2X	-	-	-
LEAD GENERATION	Jack	6/20/2X	-	-	-	-
CUSTOMER SUCCESS	Jill	-	-	-	-	-
PRODUCT DEVELOPMENT	Torsen	-	-	-	-	-
FINANCE	Philip	-	-	-	-	-
HR	Philip	-	-	-	-	-
SEO	Francis	-	-	-	-	-

List all your playbooks in the Playbook Manager below. List past dates and past and future dates for defining, training, and optimizing for each of your playbooks.

PLAYBOOK MANAGER FOR

Name of Your Business:

PLAYBOOK	OWNER	DEFINED DATE	LAST TRAINED DATE	LAST OPTIMIZED DATE	NEXT TRAINED DATE	NEXT OPTIMIZED DATE
CUSTOMER JOURNEY PB						
EMPLOYEE JOURNEY PB						