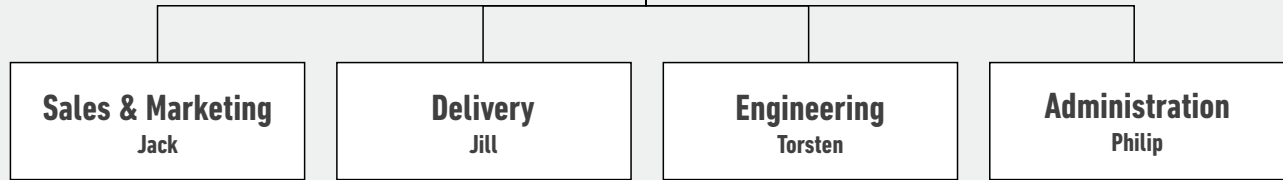




CROSSFUNCTIONAL PLAYBOOKS™

Examples:

- Customer Journey Playbook
- Employee Journey Playbook



FUNCTIONAL PLAYBOOKS™

Examples:

- Sales PB
- Lead Generation PB
- Onboarding PB

Examples:

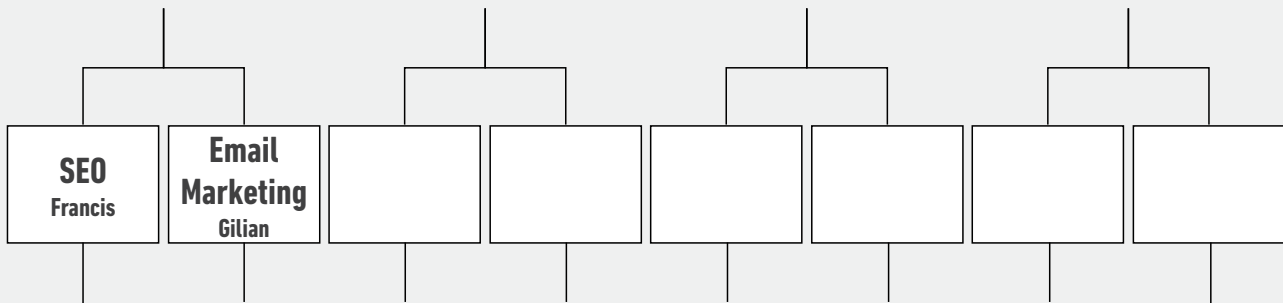
- Customer Success PB
- Account Management PB

Examples:

- Project Management PB
- Product Development PB
- Technical Debt PB

Examples:

- Finance PB
- HR PB
- Infrastructure Mgmt PB



SUBFUNCTIONAL PLAYBOOKS™

(including checklists, Loom videos, etc.)

Examples:

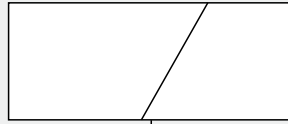
- SEO PB
- PPC PB
- Mailchimp PB (Loom video)

Examples:

- QuickBooks Recon. checklist
- Recruiting PB

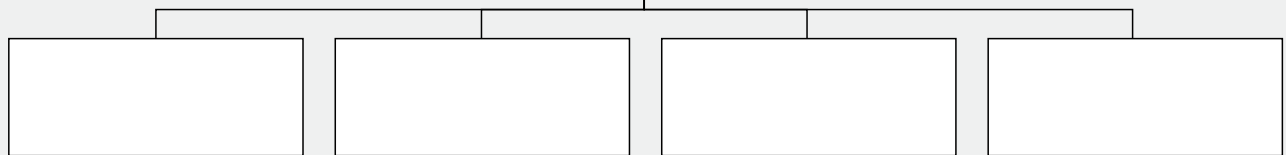
Playbook Mapping Chart (Cont'd)

My company



OUR CROSSFUNCTIONAL PLAYBOOKS™

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OUR FUNCTIONAL PLAYBOOKS™

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OUR SUBFUNCTIONAL PLAYBOOKS™

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