

## WHAT IS A PLAYBOOK®?

*Did you know that all winning teams have “playbooks”?* Typically, a coaching staff investigates and puts together various instruction books for use against different opponents and operational situations. Each of these books promotes a specific and dynamic game plan that diagrams the various plays necessary for them to use so that their team has the best opportunity to win. No matter what the type of athletic game, these types of game plans have several things in common. Each has tips for executing fundamentals, tips on how their opponents tend to play, plus their team’s best plays to counters the opponents’ likely game plan. Many also have plays, drills and strategies for before, during and after each practice or game as well as special plays to catch the other team off guard. If you asked any coach why these playbooks exist, you get one response – it gives their team the best chance to win! ***Just like them, aren’t you trying to compete using plays and strategies that give your organization the highest possibility of winning?***

2020 Vision International Consulting builds all their organizational playbooks around proven success-driven concepts. Each books transforms dynamic ideas using powerful exercises and information into the best set of organizational plays and strategies so you can compete and win in a variety of operational environments. ***In short, these books are RESULTS oriented.*** We have game plans built to help you launch powerful strategic action plans, initial business launches, rapid action business transformations, renewed marketing action plans, project and production management changes, explosive selling recipes and quality improvement processes. We even have one for fool-proofing you university’s re-accreditation. Since organizations operate using group interactions, these playbooks emphasize a “total team” approach. And best of all, ***every playbook is updated annually to guarantee you the best possible plays*** for your present and future success.

To maximize your true game playing potential, each book utilizes three basic winning strategies – understanding and executing basic fundamentals, harnessing the most appropriate plays to achieve team solutions, and developing approved recommendations that move your team quickly down the field. All high performance organizations follow these rules. ***Bottom Line - The Best Solution is a PLAYBOOK Solution!*** Once completed, all our playbooks will help you accelerate the strategic actions you will need to put your high performance team on the field. Once you understand and execute the plays contain within each book, you should become like all winning teams and ***win the playoff that increases your “purpose, profits and performance”*** of your organization.

***This is what someone recently said about 2020 Vision International’s playbooks – “These playbooks provide the ‘How to handle’ strategies for any organizational situation ... once you read, develop and start using the game plans developed by your team in any of these books, they will become your primary reference guide to execute basic and effective solutions for those critical areas within your organization.”***

***Why not call us today and get the winning plays that will get you into the play-offs?***