

# THE BUSINESS PLAYBOOK

## How to Document and Delegate What You Do So Your Company Can Grow Beyond You

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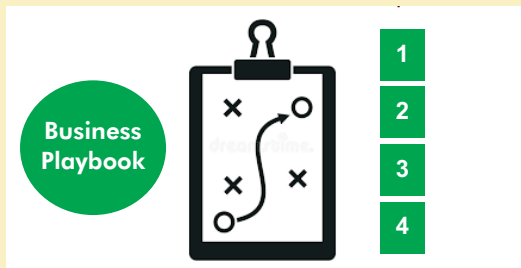
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**MAIN IDEA**

When you're the only person who knows how to run your business, it's pretty hard to get new people in to help you grow. It's also stressful because if anything happens to you, the business will stall. The solution is to build a "Business Playbook" which documents everything that makes your business run smoothly.



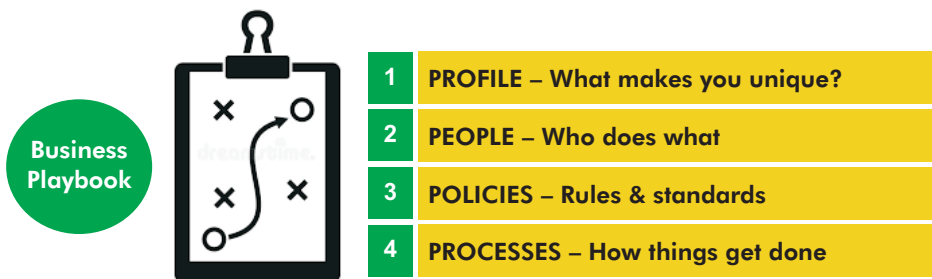
The big four elements your playbook needs to cover and document are:

- 1 **PROFILE – What makes you unique?**
- 2 **PEOPLE – Who does what**
- 3 **POLICIES – Rules & standards**
- 4 **PROCESSES – How things get done**

Don't keep everything in your head. Develop a business playbook so you can successfully onboard and get new people up and running quickly. Develop a playbook so others can help optimize what you're doing.

*"Your small business will stay small if you can't manage to remove yourself from the day-to-day hands-on running of it. You can scale only if you delegate tasks and operations to your team and trust them to deliver. A playbook that documents your processes, policies, and culture is the best way to get your business out of your brain and into theirs."*

– Chris Ronzio



**Why you need a Playbook – and how to get started** . . . . . Page 2

A Business Playbook collates the experience, knowledge and structure of your business, as well as its secret sauce. It gets all this critical information out of the head of the founder or founders, so others can be brought in to help grow the business in the future. Start building a playbook sooner rather than later.

**Section 1 – Profile – What makes your business unique?** . . . . . Page 3

The profile section is where you describe what your business is about, in terms of vision, brand, culture, values, and history. The emphasis here is to be able to articulate who you serve, how you serve them, and what differentiates your business from others.

**Section 2 – People – Making a map for who does what** . . . . . Page 4

The people section details who works in the business, and who does what. You give the background of your team, and bring everything together in one place.

**Section 3 – Policies – Writing the rules of play** . . . . . Page 5

Policies are your operating rules and standards. This includes everything from dress code, office hours, and vacation time to legal compliance with local regulations, and the requisite anti-harassment and personal safety information.

**Section 4 – Processes – How things get done** . . . . . Pages 6 - 7

Processes describe how things get done on a day-to-day basis. You detail the step-by-step, start-to-finish sequences for accomplishing tasks. Documenting processes is worthwhile because doing this can lead to productivity gains and greater profits.

**Your Playbook in action** . . . . . Pages 7 - 8

Once you've assembled your playbook, the real value comes as you get others involved in running specific parts of that playbook. The key is to grow by handing off responsibilities, so you can take on new challenges. The playbook is your vehicle for driving growth.