Welcome to the Catapult Systems Playbook. The Playbook is intended to drive our best thinking about the most important factors that impact sales and delivery success into our sales management and delivery management processes. Our goal is ***more consistent execution of the things that matter most***. The components of the Playbook are:

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| **Value Chain** - The Catapult Value Chain is our list of most important value points. Together, they are our "recipe" for unique, innovative service offerings. Each element in the value chain is a building block in creating a valuable service for our clients. | This part of the Catapult Playbook should be used as cross-check for:   * Developing a new service offering * Defining a customized proposed process for a proposal or Statement of Work * Recommending a proposed approach for a follow-on segment of work |
| **Critical Concepts** - explanations of our most critical concepts in sales management, delivery management, and business management. | This part of the catapult Playbook should be used for developing an understanding of our critical management concepts and learning the key terminology we use to refer to them. |
| **Market Development Checklist** - our list of the most important action steps in establishing a healthy plan for sales growth. | This part of the Catapult Playbook should be used as a checklist for quarterly checkpoints on a business unit's market development plan. This checklist provides guidance to the unit's GM and sales leadership and would typically be used to structure the quarterly checkpoint with executive leadership. |
| **Opportunity Pursuit Checklist** - our list of the most important success factors in responding to a sales opportunity with a proposal or Statement of Work. | This part of the Catapult Playbook should be used as a checklist for sales opportunities greater than $50,000. This checklist provides guidance to the Account Executive and sales pursuit team and would typically be used to structure the review checkpoints prior to submittal of the proposal or SOW. |
| **Initiating the Work Checklist** - our list of the most important success factors in launching new engagements. | This part of the Catapult Playbook should be used as a checklist for the initial Delivery Management checkpoint in launching engagements of $50,000 or more. This checklist provides guidance to the project lead in preparation for project launch and would typically be used to structure the pre-launch checkpoint between the Delivery Manager and Project Lead. |
| **Managing the Work and Client Relationship Checklist** - our list of most important success factors in managing medium to large engagements. | This part of the Catapult Playbook should be used as a checklist for periodic delivery management checkpoints with the project leader of engagements of $50,000 or more. This checklist provides guidance to the Project Lead and would typically be used to structure project checkpoints with the DM, DSD, or GM providing oversight. |
| **Wrapping Up the Engagement Checklist** - our list of key actions in wrapping up engagements | This part of the Catapult Playbook should be used as a checklist for the wrap up of our engagements of $50,000 or more. Primary users are the Delivery Manager and Project Lead. |