

# Catapult Playbook

Consistent execution of the things that matter most

## MARKET DEVELOPMENT



Plan to Win



Align with Microsoft



One Voice



Package Level Negotiation



BATNA



Iterative, Synchronous Communication

## OPPORTUNITY PURSUIT



Take Dead Aim



MESOS



Don't Bring a Nuke to a Knife Fight

## INITIATING AND MANAGING WORK



Set the Baseline



Plan the Work, Work the Plan



Bite-sized Chunks



Start at the End



Perfect 10 Plan



The Set-Up Routine



The Carpenter



Know Your Nums



Watch the Glass



The Four Legged Stool



Phase Containment



Testing Tieback



2nd Set of Eyes



The One Chef



All the Bricks in the Wall



Communication Highway



The Marriage Contract



Engage & Steer



Catapult Systems