

You Need to Turn Your Textbooks into Playbooks

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In today's fast-paced, information saturated world, knowledge is at everyone's fingertips. However, having access to this knowledge is just the first step; the real challenge is effectively putting that knowledge into action.



Imagine all of your knowledge as a stack of textbooks or file folders, filled with theories, concepts, and ideas waiting to be put into action by others. You already know how to put these theories, concepts, and ideas into action every day because of your experience. However, your team may not know how to apply this information and experience into action.

Antonio, an operations executive in the medical devices industry, has a lot of “knowledge textbooks and file folders of information”. He has been working in the industry for more than 40 years and is extremely smart and capable, but was often finding himself in the weeds getting the work done. He had received feedback that he often tends to micromanage, and not contribute to strategic visioning conversations at the executive level. And, as he was nearing retirement age, succession for his role was becoming an issue.

During Antonio and my coaching call, we dove into the heart of the matter: how to turn his knowledge into process playbooks for his team, as well as for the next round of leaders. We envisioned a scenario where Antonio's years of experience and insights would be distilled into practical, actionable guidelines that would steer the organization's operations and decision making process.

The Playbook

First, we identified key themes and principles that encapsulated Antonio's expertise. We sifted through his knowledge textbooks, extracting nuggets of wisdom that could serve as the foundation for the playbook. From strategic planning and resource allocation, to team management and innovation, Antonio's insights span a wide spectrum of topics crucial for the organization's success.

In our next coaching call, we focused on translating these insights into actionable strategies and best practices. We crafted practical guidelines and frameworks that could easily be understood and implemented. As Antonio was often in the weeds helping his team, we realized that the true value of his knowledge lay not in its complexity, but in its easy applicability to real-world challenges faced by the organization.

After Antonio had created a draft of the playbook, I encouraged him to share it with some of his peers and members of his team. We realized that the playbook had to be a collaborative effort involving input and buy-in from all levels of the organization, ensuring that it resonated with everyone's needs and aspirations.

As the playbook began to take shape, Antonio witnessed a transformation within the organization. Teams were more aligned, decisions were more informed, and a culture of continuous improvement and innovation began to take root. Rather than relying solely on Antonio's expertise, the organization now had a collective repository of knowledge and best practices that could guide them through any challenge or opportunity.

By Antonio turning his knowledge and experience into playbooks for the organization, he isn't just imparting wisdom; he is empowering future generations of leaders to navigate the complexities of the business world with confidence and clarity.