

Field Play Guide Checklist

Chapter 3



The **Field Play Guide Checklist** is a crucial resource for guiding your overall field play strategy.

Collaborate with your cross-functional business partners using this checklist to develop a playbook that establishes an educational foundation for the field teams and all collaborating business partners.

The Checklist

DEFINE FIELD PLAY CATEGORIES

**Check off your progress as you complete these tasks*

	Decide on the specific field play categories to focus on (e.g., evergreen, ad hoc, or both).
	Clearly define each field play category and guidelines for using each one.
	Determine which category will encompass the majority of your field plays.

TYPES OF FIELD PLAY

	Discuss the potential types of field plays that your organization may require.
	Develop comprehensive field play types and their corresponding definitions.

FIELD PLAY MATURITY

	Identify how field plays can progress within your organization.
	Understand the cross-functional business partners that need to be involved.
	Map out dependencies for field play maturity steps.
	Determine maturity levels for your field plays, and align actions accordingly.

FIELD PLAY PROCESS

	Determine the ideal duration for a full circle of field play implementation.
	Estimate the required number of weeks to execute each step of the process.
	Align action items for each step of the field play process.
	Designate accountable owners for each action item.

COMMUNICATION CADENCE

	Outline a communication cadence for field play launches.
	Identify existing channels that can be leveraged for effective communication.

FIELD PLAYBOOK

	Determine the location and format for fieldplay playbooks.
	Discuss the assets and content required for fieldplay playbooks.
	Create a scalable field play playbook outline that applies to all plays.

