

The Play Card

One-Team Growth Engine · Process Pillar · one card per stage — the best way of working, externalized · oneteamgrowthengine.com

Rules: one card per bow-tie stage · every activity names what you can **manage** (Activity), what it **drives** (Objective), what it **influences** (Result) — the hierarchy of Jordan & Vazzana · entry and exit evidence are customer-verifiable, from your Commercial Dictionary · drafted **with** your best reps, so their craft becomes the team's asset with their name on it.

STAGE:	<i>Discovery (example)</i>	OWNER:		VERSION:	
1 • OBJECTIVE OF THE STAGE					
<i>The customer owns the problem and its cost — stated in their own numbers.</i>					
2 • ENTRY EVIDENCE (customer-verifiable, from the Commercial Dictionary)					
<i>First meeting held with the problem owner.</i>					
3 • STANDARD ACTIVITY SEQUENCE (3–5) — each with its A → O → R spine					
<i>1. Upfront Contract 2. Cost-of-inaction questions until the customer states a number 3. Champion identified + tested 4. Written summary, customer-confirmed. A: # discoveries run to standard → O: cost of inaction stated → R: win rate.</i>					
4 • KEY MEETING + ITS UPFRONT CONTRACT (purpose · agenda · duration · decision · next step)					
<i>Discovery session, 60' — decision: do we invest in validation together? Next step agreed before close: economic-buyer introduction.</i>					
5 • COMMON FRICTIONS (activity level — the Friction Log feeds this box)					
<i>Demo in the first meeting · no quantification · single-threading on one contact.</i>					
6 • EXIT EVIDENCE (customer-verifiable — the deal does not advance without it)					
<i>Cost of doing nothing confirmed in writing · champion identified per Dictionary definition.</i>					

One-Team Growth Engine © Jan Bultinck — open source under CC BY-SA 4.0. The Activity→Objective→Result hierarchy is from Jordan & Vazzana, 'Cracking the Sales Management Code'; the Upfront Contract is David Sandler's concept; the bow tie is Jacco van der Kooij / Winning by Design. Full Process instrument (Play Cards for all seven stages, Handover Contracts, Management OS, Friction Log): oneteamgrowthengine.com