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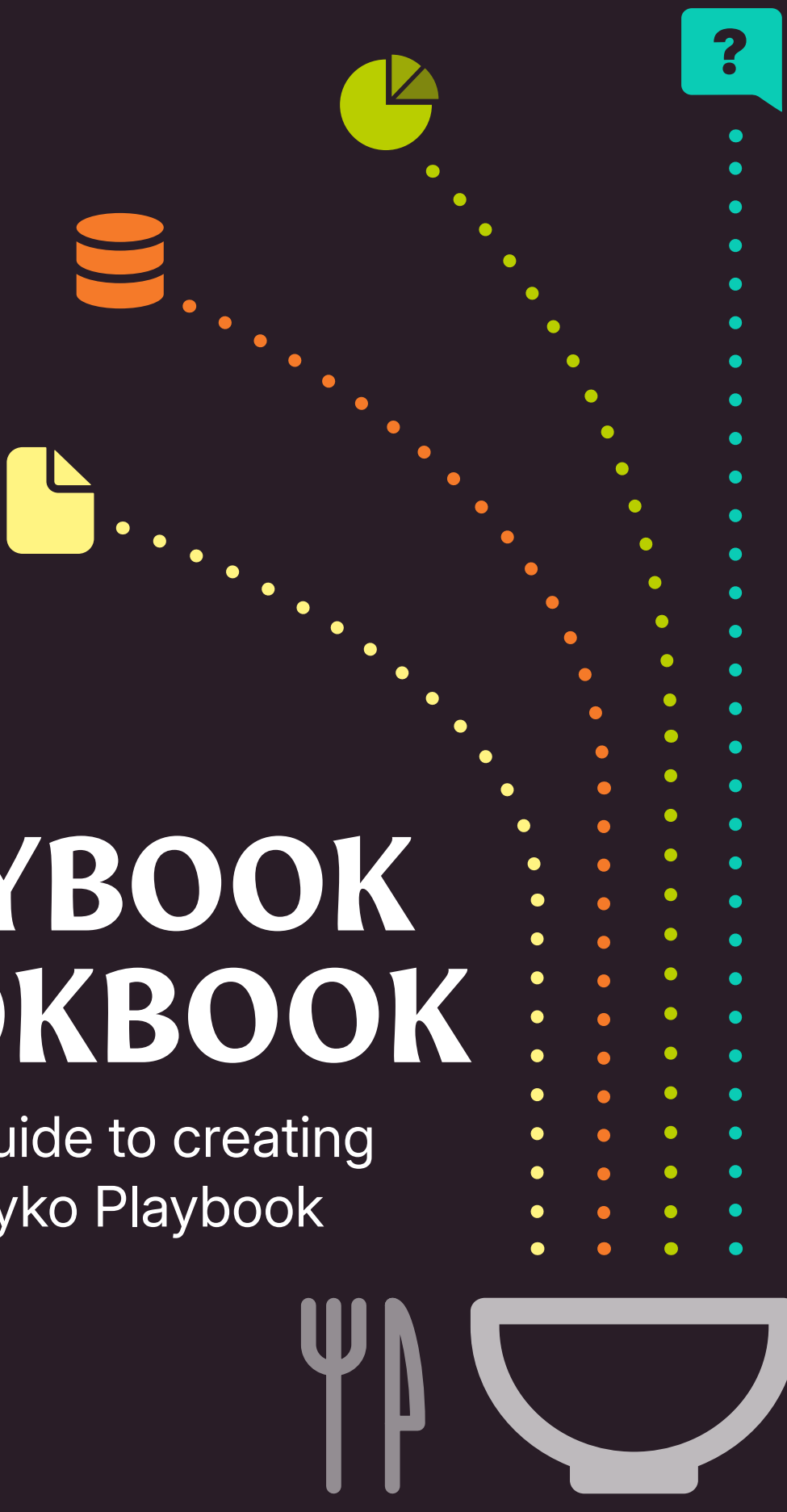
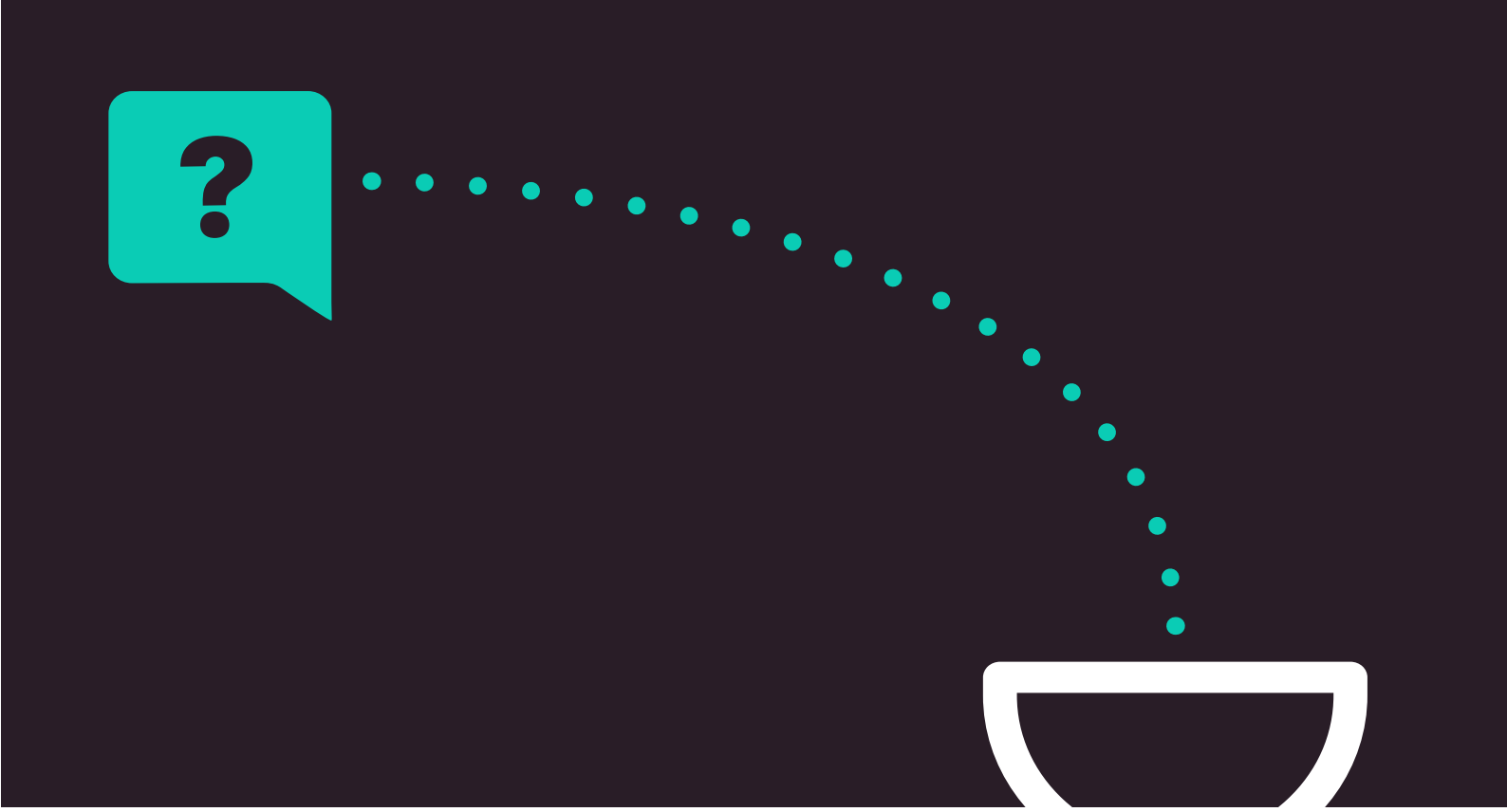


THE PLAYBOOK COOKBOOK

A simple guide to creating your first eyko Playbook



Start With the Right Question

The fastest way to build a powerful Playbook is to begin with a clear, meaningful business question. A good Playbook does not start with data. It starts with intent. Leaders who get value quickly choose a question linked to a real outcome, not a generic metric.

A strong starting question has three qualities.

It is specific.

It focuses on a narrow area such as margin erosion, slow inventory, customer risk, or late orders.

It is measurable.

You can track improvement and understand whether the Playbook is working.

It is owned.

Someone in the business is accountable for the outcome and cares deeply about the answer.

Examples of questions that produce excellent first Playbooks include:

- Why has our margin changed this month and what is driving it.
- Which customers are at the highest risk of churn and why.
- Where are we losing time in our order to cash process.
- Which items are creating unnecessary working capital.

Do not overthink the question. Choose one that matters today. Your first Playbook is about speed to value, not perfection.

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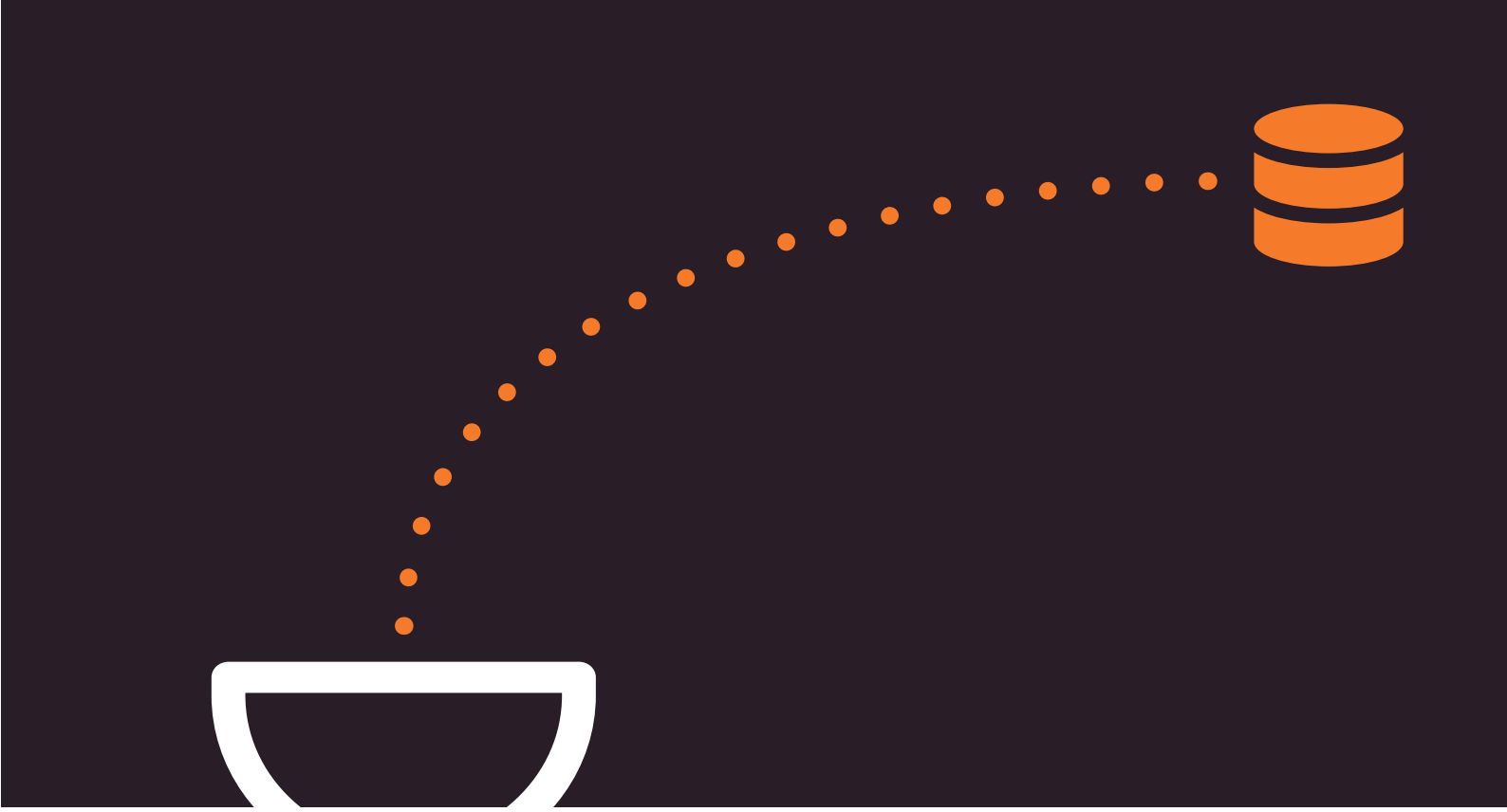

Use the Data You Already Have

A common misconception is that Playbooks require full ERP integration before you begin. They do not. You can create your first Playbook with a small set of Excel or CSV extracts.

Good early data often includes:

- A simple table of transactions such as orders, invoices, items, or customers
- A product or customer file with names, categories, and segments
- A cost or pricing file
- A time period column such as date or period number

Playbooks do not need a perfect data model. They need enough information to trace movement and explain why something is changing. Even three or four extracts can produce a rich Playbook because eyko applies structure, time logic, and reasoning automatically.

The goal of your first Playbook is to prove the concept. The data does not need to be complete. It only needs to be representative. Once you see the output, you will naturally expand the scope and connect additional systems.

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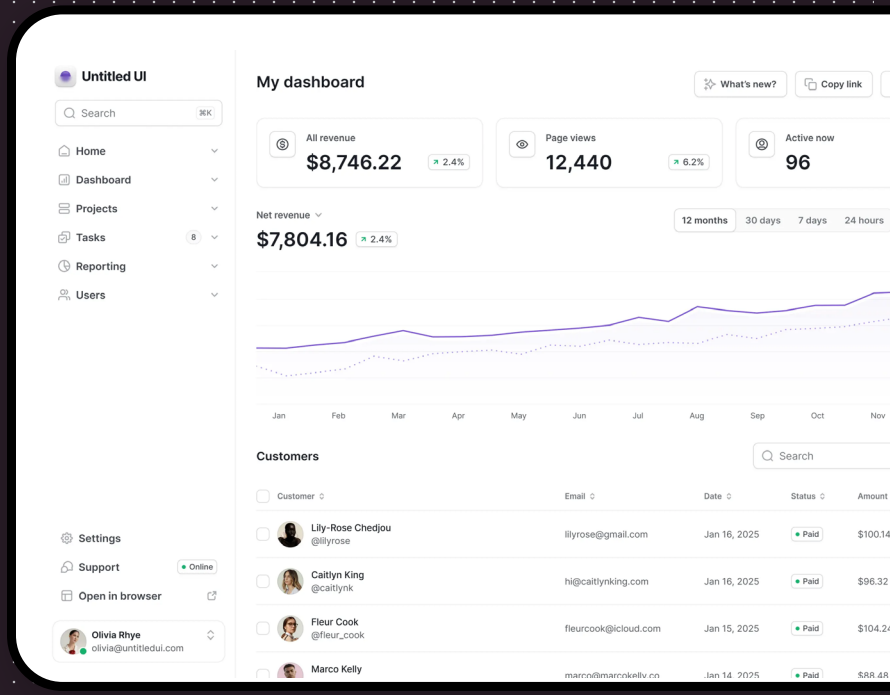

What Makes a Good eyko Playbook

A good Playbook feels different the moment you read it. It answers the question directly, explains the drivers with clarity, and proposes actions that make sense. Behind that experience are three principles that separate strong Playbooks from average ones.

1. The Playbook follows the evidence

It does not chase a theory or support a narrative. It breaks down the movement using governed rules and presents the facts as they are. The best Playbooks feel neutral and trustworthy because the reasoning is consistent across every run.

2. The Playbook stays focused on what matters

A good Playbook avoids overwhelming detail. It brings the most material drivers to the surface and keeps the narrative tight, readable, and connected to your business rhythm. It highlights the movements that changed the story, not the ones that only changed the noise.

3. The Playbook ends with action

Every strong Playbook finishes by telling you what to pay attention to and what to consider doing next. Actions may relate to pricing, mix, supplier behavior, customer activity, forecasting, or operational flow. The point is not to dictate. The point is to guide.

When these three ingredients come together, the result is a Playbook that becomes part of how leaders run the business. It arrives on time, reads the same way every cycle, and brings a level of clarity that dashboards alone cannot provide.

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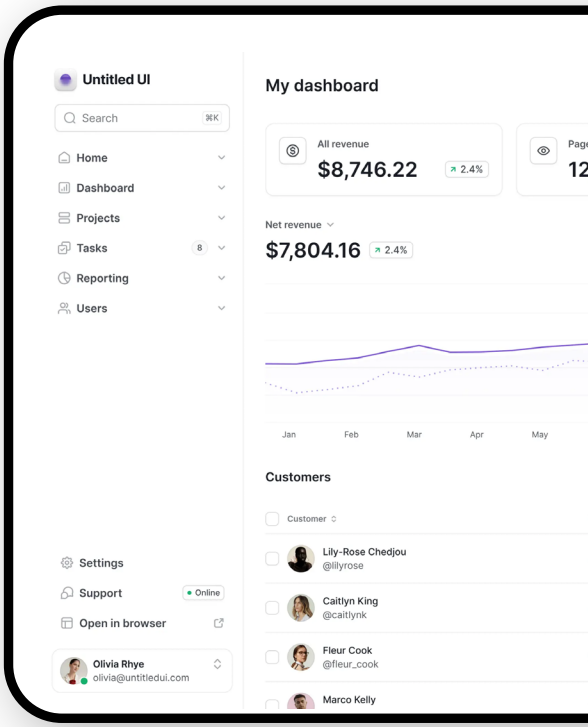
Getting to Your First Playbook

Getting started is simple.

1. Pick one business question that matters today.
2. Gather a small set of Excel or CSV files that relate to that question.
3. Load them into eyko.
4. Tell the system what you want to understand.
5. Read your first Playbook.

Within hours you will see what is happening, why it is happening, and what actions are worth considering.

Your first Playbook will not be your last. It will be the beginning of a new way of running your business.



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