Pocket Catalyst Playbook

Becoming a Catalyst | John Coné

The Catalyst's Pocket Playbook

What am I noticing?

What is really happening?

Who or what needs connecting?

What question might change the thinking?

What could we try?

What learning should move?

What could someone else do instead of me?

And does this need a Catalyst at all?

A Catalyst Doesn't Follow the Playbook

The purpose of a playbook is to make useful moves easier to recognize.

But Catalyst work is contextual.

The right question may not be on a card. The right move may not appear on this page. Several moves may happen at once.

You may begin by sensing and discover that what is needed is connection. You may convene people and discover that the real need is diagnosis. An experiment may reveal that nothing needs to change.

And sometimes the most useful thing you can do is simply notice something and wait.

The goal is not to become proficient at using Catalyst tools.

The goal is to become increasingly able to recognize what the situation needs, where you can add value, and when someone else should take it from here.

Use the Playbook until you no longer need the Playbook.

© 2026 John Coné. All rights reserved. Permission is granted to individuals and organizations to download, reproduce, distribute internally, and adapt this resource for their own professional development and internal organizational use, provided that attribution to John Coné and CatalystLeadershipTools.com is retained. Commercial resale, commercial redistribution, and incorporation into products or services offered for sale require prior written permission from the copyright holder.