



# The 90 Day Strategic Plan

**I**f you want to be great at the work you do, you must have a strategic plan. It's not just about your performance...it is the story of your career! I like reducing the plan to a one-page document that is attached. I often use it when I coach executives as a way to help stay on track.

“

*Plan your work.  
And work your plan.”*

Napoleon Hill

**Why 90 Days?** It's all about seeing the road ahead. It used to be we looked a year ahead...now that's too late. I like planning 90 days out on a “rolling” 30-day basis. Meaning we plan our next 90 days and update that plan monthly. That keeps you agile. You are then encouraged to plan your week and identify daily To Get Done activities.

**Quote of the month** – please fill in a motivating quote for the month. What's the “why” that's driving you this month?

“

*Men often oppose a thing  
merely because they have  
had no agency in planning  
it, or because it may have  
been planned by those  
whom they dislike.”*

Alexander Hamilton

**Strategic Objectives** – whether you call them KPI's, OKR's, MBO's or something else, the question is what are the three most important objectives you are aiming for? Then identify the subset of the three most important results you seek to obtain within each of the objectives. Do a deep dive into the strategic objectives every quarter to make sure they remain in alignment with overall company objectives. Review them at a more surface level the next two months.

Every month you rate your status by clicking on Green for on track, Yellow for a bit behind, Red for way behind and Blue for off the table this month.

**Stop doing** – it will be hard for you to take on a more strategic roll without stopping to do something first. Start by finding five hours a week you can stop doing in the first month...and pretend your life depends on it...because it does. Then one hour per week every month after that. This will cause a 16-hour change in your weekly activities in one year and make you far more valuable in the process. Think of the least cool, least profitable, least fun work you do and then figure out how you can outsource it, delegate it or a eliminate it! As Peter Drucker reminded us we all do three things – add value, engage in administrative activities and produced waste. The idea is to spend no time on wasteful activities, no more than 20% of your time on administrative ones and 80 percent of your time adding value that helps grow the bottom line.

“

*Strategic planning is  
worthless - unless there is  
first a strategic vision.”*

John Naisbitt

**Start doing** – this is where you are orbiting, defined as “responsible creativity; vigorously exploring and operating beyond the Hairball of the corporate mindset...” What is your edge project, goal, fantasy? Now



that you've stopped doing you can begin to fill up some of that save with cool, passion-driven work!

**What I'm most proud of doing this month** – most people I know want to make a difference. Identify where you did that in the last month. What are you most pumped about? We love a good story!

**I am most fragile about** – the term fragility comes from Nassim Talib, author of Black Swan and Anti-Fragile. We are fragile, resilient or anti-fragile. When we are fragile, a major disruption can set us way back. An example is having health problems but not making an effort to address them. Or not having any savings. Where are you most fragile? What about your job if the economy takes a dump? What about reporting to new management looking to clean house? Do you have ideas about what you would do next? Identify and work on your fragility!

**Goals** – this section is about your career and personal life. My belief system is if you want to have the Great Life you have to get your act together in these five areas- career, finance, relationship, health, spirituality. Out of balance in one and it will affect the other four.

“*Most people plan their vacations better than their careers.*”  
Mary Kay

Please identify your goals in each category and provide me with an update. I do not share this personal information with anyone else without your permission.

**Issues** – Prepare to come to every coaching session with an “issue” which we will then rank on an A B C scale. Frame the question for me, let me know what you have already done and what your moving forward options are...as you see it. This is where getting feedback is most important.

**FINAL NOTE:** this scorecard is a constant improvement process, which means the process is always open to improvement. The process is a tool to formulate and communicate our thoughts and actions. Please voice your suggestions for improvement.

Now let's go do Great Work!



Don Phin, Esq.





# 90-Day Strategic Plan

Report by: \_\_\_\_\_

Date: \_\_\_\_\_

Quote of the month:

## Strategic Objectives:

1. \_\_\_\_\_

*Intended results:*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. \_\_\_\_\_

*Intended results:*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

3. \_\_\_\_\_

*Intended results:*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Stop doing: \_\_\_\_\_

Start doing: \_\_\_\_\_

Most proud of doing this month: \_\_\_\_\_

\_\_\_\_\_

I am most fragile about: \_\_\_\_\_

\_\_\_\_\_

## Goals:

Career goals: \_\_\_\_\_

*Update:* \_\_\_\_\_

Financial goals: \_\_\_\_\_

*Update:* \_\_\_\_\_

Health goals: \_\_\_\_\_

*Update:* \_\_\_\_\_

Relationship goals: \_\_\_\_\_

*Update:* \_\_\_\_\_

Spiritual goals: \_\_\_\_\_

*Update:* \_\_\_\_\_

## Issue:

## Rank

How do I best: \_\_\_\_\_

\_\_\_\_\_

What I have already done: \_\_\_\_\_

\_\_\_\_\_

My options as I see it are: \_\_\_\_\_

\_\_\_\_\_