MY 90 DAY OPERATING PLAN

I Will Be Frank With You

Built from six weeks of work in The Business You Meant To Build.

HOW TO USE THIS

The thinking is done. This document is where you transfer the best of it into one place. Keep your answers tight. This should be something you can hand to anyone and they understand your business and your plan in five minutes.

THE BUSINESS

Transfer from Section 1 of your My Business Workbook.

What this business does and for whom:

What kind of business this is (circle one): Lifestyle business. Growth rocket. Legacy brand.

Why it exists:

WHERE I AM FOCUSING FOR THE NEXT 90 DAYS

Transfer from Section 3 of your workbook.

My focus (circle one): Top Line. Bottom Line.

The specific challenge I am addressing:

Why this is the right call for the next 90 days:

Your goals from Section 3 are your first KPIs. Take them directly to the What I Am Tracking table and write them in as your first entries.

WHAT I AM TRACKING

A KPI is a measurable outcome you are committing to hit. It answers the question: what does success look like and by when. A KRI is the weekly activity that proves you are doing the work to get there. It answers the question: what am I doing consistently that moves this forward.

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Your KPIs can come from anywhere in the workbook. Your goals in **Section 3** are the most obvious starting point since a well-written goal is already a KPI. But there are others worth looking at before you finalize this list.

Section 2: Is there a cost you are negotiating down, a compliance item that needs to be resolved, or a revenue stream you are actively building? Those belong here.

Section 4: Are there channel commitments that have a measurable outcome attached? Conversion rates, referral numbers, booking targets?

Section 5: Is there a constraint you named that has a measurable resolution? A skill to build, a role to hand off, a system to put in place?

Section 6: Are any of your 90-day projects completable this quarter with a clear definition of done? Completing one is a KPI.

The only discipline here is being honest about how many you can actually move in 90 days. A short list you execute beats a long list you avoid.

KPI	TARGET	BY WHEN	SOURCE SECTION

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HOW I AM SHOWING UP WEEKLY

KRIs are the specific activities you are doing every week to move each KPI. These are not goals. They are commitments. You either did them or you did not.

If you are hitting your KRIs and a KPI is still not moving, the strategy needs to change. That is useful information. It means the activity is not the right one, not that you are not working hard enough.

For the KRI column write what it is and you can keep it basic or detailed, for instance a social post or a social content series for my high value customers that shows them how to self service their home's HVAC filters and other DIY tasks. For the How I Do It Column this is what you need to write the details to hold yourself accountable. I will create 3 posts weekly myself and make sure to check for comments. Or, I will develop the process for my posts and delegate the task to my social media manager to complete.

KRI	KPI IT SUPPORTS	HOW I DO IT

MY WEEKLY CHECK-IN

Three questions. Under ten minutes. Every week.

What did my KRIs tell me about how I showed up this week?

What did my KPIs tell me about whether the work is moving the business?

What do I need to adjust, add, or stop before next week?

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AT 90 DAYS

I am reviewing this plan on: _____

Everything in this plan is your best assumption based on the work you did over six weeks and the research you had available. Some assumptions will prove right. Some will not. That is not failure. That is information.

At your 90-day review, go through every KPI. For each one that moved, note by how much and what you think drove it. For each one that did not move, do not move past it. Audit it. What did you actually do? What did you expect to happen? Where was the gap between the activity and the result? Name it specifically. That answer is your starting point for the next cycle.

Reset your focus. Update your KPIs and KRIs based on what the last 90 days actually taught you. The plan gets sharper every time you do this honestly.

If you got here on your own and want to keep moving, you know how to do this now. If you want a faster path to the next level, that is the conversation we have.

MY COMMITMENT

I am committing to executing this plan, showing up weekly, and auditing honestly at 90 days.

Name: _____

Business: _____

Date: _____

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