

Strategy + 90-Day Execution Toolkit — Read Me First

Turn strategy into weekly action. Simple planning, clear priorities, and disciplined follow-through.

Most business plans fail because they're too big, too vague, or not reviewed weekly. This toolkit keeps it simple: a one-page plan, a 90-day focus, and a weekly execution rhythm.

Outcome (what you'll have completed)

- A one-page strategy (direction, target customer, advantage, key goals).
- A 12-month target summary (what success looks like).
- Quarterly 'Rocks' (the 3–5 priorities that matter most).
- A 90-day execution plan with owners, due dates, and status (Excel).
- A weekly scorecard + meeting agenda to keep execution on track.

Recommended order

Step	Tool	Why it matters	Time
1	Strategy on a Page	Creates clarity and alignment fast.	45–60 mins
2	12-Month Targets	Turns the plan into measurable outcomes.	30 mins
3	Quarterly Rocks Planner	Focuses your next 90 days on the few things that move the needle.	30–45 mins
4	90-Day Execution Plan (Excel)	Breaks rocks into tasks with owners/dates.	60 mins setup
5	Weekly Execution Meeting + Scorecard	Builds execution discipline and accountability.	30 mins/week

Rules of great execution

- Keep the Rocks small: 3–5 priorities only.

- Assign a single owner to every Rock and every task.
- Review weekly: scorecard first, then priorities, then issues.
- Finish what you start: fewer priorities, better outcomes.