

# Leadership Playbook

**30•60•90**

Win your week. Guard the standard. Build what lasts.

## How to Use This

Structure a first **90-day push** or any focused sprint.

Weekly loop: *Review* → *Decide* → *Schedule* → *Ship* → *Reflect*.

Use the A6 **Cue Card** for daily recall.

## Who this is for

Leaders who choose presence over performance and proof over posture.

# 30•60•90

## Mandate

Why we exist. One sentence.

## North Star (90d)

One outcome that proves progress.

## 30 Days (Foundations)

3–5 commitments.

## 60 Days (Proof)

3–5 measurable proofs.

## 90 Days (Delivery)

3–5 delivered assets.

## Risks & Guards

Top 3 risks + countermeasures.

## Success Evidence

How we will know objectively.

# Operating Rhythm

**Mon — Focus:** choose 3 non-negotiables; clear blockers.

**Tue — Build:** deep work; no meetings until 14:00.

**Wed — Review:** metrics + midpoint decisions.

**Thu — Ship:** release one increment, however small.

**Fri — Reflect:** wins, misses, lessons; reset board.

# Weekly Review

**What moved the mission?**

**Where did we slip the standard?**

**One constraint to protect next week**

**One thing to cut**

**Risks surfaced → countermeasure**

# Decision Journal

**Decision / Date / Owner**

**Context (facts only)**

**Options considered**

**Chosen because...**

**What would change my mind**

**Outcome window / Follow-up on**

## Team Standards

Keep counsel private; let public work speak.

Ship less, better. Constraints preserve quality.

Cash discipline over clout; stewardship over spectacle.

## A6 Cue Card — Two-Up

Front: 30•60•90 pyramid. Back: "Today's 3", "One thing to cut", "One act of stewardship".

Print tip: A4 landscape, two-up, crop marks; 3 mm bleed if used.



