

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.

