

ABRAHAM OF LONDON

Entrepreneur Operating Pack

A comprehensive pack containing a 30-60-90 plan, a financial triage checklist, and key decision-making frameworks.

Abraham of London — 22 Sept 2025



<Callout tone="key" title="The Entrepreneur's Core Discipline"> The true test of a founder is not in the launch, but in the discipline of the weekly rhythm. This pack provides the minimum viable operating system for founders who prioritize sanity and long-term endurance over chaotic speed. </Callout>

I. The Weekly Operating Rhythm (WOR) <#>

Every week must begin with clarity and end with accountability. Use the Weekly Operating Rhythm (WOR) to enforce structure and prevent decision fatigue.

Daily Blocks <#>

- **Deep Work:** 3 hours maximum of focused, high-leverage activity.
- **Interface:** 2 hours maximum for calls, meetings, and emails.
- **Review:** 30 minutes minimum for self-audit and planning the next day.

Weekly Flow <#>

1. **Monday (Plan):** Set the top 3 objectives (O3). Clear the inbox.
2. **Wednesday (Triage):** Mid-week pulse check. Address the top operational risk.
3. **Friday (Accountability):** Review O3 progress. Financial pulse check (Cash/Forecast).

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II. The Financial Triage Checklist <#>

In times of uncertainty, clarity on cash is non-negotiable. This list is a survival checklist for cash-conservation mode.

- **Cash Runway:** How many days until \$0? (Must be visible daily).
Customer Value: Which 20% of customers drive 80% of revenue? Call them.
Burn Rate: Which 3 expenses can be eliminated today? **Covenant Check:** Are we compliant with bank/board agreements?

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III. 30-60-90 Day Planning <#>

Use this framework to align your team and board on immediate, measurable goals.

<Callout tone="info" title="The Three Horizons">

- **30 Days (Triage):** Immediate cash and operational stability. What must not fail?
- **60 Days (Stabilization):** Process hardening and resource alignment. What 3 systems need to be implemented?
- **90 Days (Horizon):** The market opportunity and key partnerships. What is the single biggest win we can capture? </Callout>

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<CTA title="Ready to Triage Your Operations?" body="Download the full printable pack, including the Financial Triage Checklist and WOR template for your workspace."
href="/downloads/Entrepreneur_Operating_Pack.pdf" label="Download the Full Pack" />