

Leadership Playbook — 30•60•90

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Abraham of London

Actionable frameworks you can deploy this week.

30-Day Focus — Stabilise & Listen

- Clarify mandate: write a one-sentence Purpose, People, Product/Service statement. - Stakeholder map: list 10 names (up, down, across, customers). Book 1:1s. - Baseline: current goals, finances, team health, key risks. No heroics. - Cadence: set weekly priorities (Top 3) and a Friday review ritual. - Personal rule: sleep, Scripture, sweat, sunlight, support.

Artifacts to produce: • One-page brief (context, constraints, commitments) • Risk register (Top 5 with owners and dates)

60-Day Focus — Fix & Align

- Decisions: remove 2 blockers, green-light 2 quick wins. - Roles & rhythms: define owners, DRI for initiatives, and weekly ops review. - Standards: decide the 5 behaviours you reward; model them publicly.

Artifacts to produce: • Operating Rhythm (weekly, monthly, quarterly) • Decision log (what/why/date/owner/outcome)

90-Day Focus — Execute & Measure

- OKRs or 3x Rocks: outcomes not busyness. Tie to customer value. - Dashboards: 5 signals that predict success (leading indicators). - Feedback: monthly “Start/Stop/Continue” with team; act visibly.

Artifacts to produce: • 90-day scorecard • Post-mortem template (facts → feelings → fixes)

Meeting Hygiene — B.P.F.

Brief • Polite • Factual communications. Agendas sent 24h prior; decisions captured, owners assigned, deadlines clear.

Decision Matrix (Values-Weighted)

List options down the left. Columns: Mission-fit, Stewardship (cost/time), People impact, Risk, Speed to value. Weight 1-5; multiply and sum. Highest score wins unless conscience disagrees.