

- Waking Giants Academy -

30 Day Strategic Plan Template

By Grant Difford



The purpose of the 30 day objective:

What are we missing to achieve our objective?

How will it change the current status:

Internal factors (Positive/negative):

Who will meeting the objective benefit most?

External factors (Positive/negative):

What value does the outcome provide?

Key metrics:

| | | | | | |
|--------|--------------------------|-----------|--------------------------|-------------|--------------------------|
| Volume | <input type="checkbox"/> | Leads | <input type="checkbox"/> | NPS | <input type="checkbox"/> |
| Sales | <input type="checkbox"/> | Modules | <input type="checkbox"/> | Completions | <input type="checkbox"/> |
| Profit | <input type="checkbox"/> | Sign offs | <input type="checkbox"/> | Sign ups | <input type="checkbox"/> |

Which business function does the objective serve?

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|--------|--------------------------|-----------|--------------------------|----------|--------------------------|
| People | <input type="checkbox"/> | Marketing | <input type="checkbox"/> | Product | <input type="checkbox"/> |
| Sales | <input type="checkbox"/> | Execution | <input type="checkbox"/> | R & D | <input type="checkbox"/> |
| Cash | <input type="checkbox"/> | Strategy | <input type="checkbox"/> | Customer | <input type="checkbox"/> |

Who is accountable for meeting the objective?

What is the objective?

Who is responsible for what outcomes?

The key result:

Who is responsible for what outcomes?

The key result:

Who is responsible for what outcomes?

The key result:

| Check in schedule: | Time: | Mechanism: |
|--------------------|--------------------------|--------------------------|
| Daily | <input type="checkbox"/> | <input type="checkbox"/> |
| Weekly | <input type="checkbox"/> | <input type="checkbox"/> |
| End of 30 days | <input type="checkbox"/> | <input type="checkbox"/> |

Kick off statement:

| | Milestone: | X | Tactics & Channels: |
|---|------------|--------------------------|---------------------|
| Day 1 | | <input type="checkbox"/> | |
| Day 2 | | <input type="checkbox"/> | |
| Day 3 | | <input type="checkbox"/> | |
| Day 4 | | <input type="checkbox"/> | |
| Day 5 | | <input type="checkbox"/> | |
| Day 6 | | <input type="checkbox"/> | |
| Day 7 | | <input type="checkbox"/> | |
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| Day 8 | | <input type="checkbox"/> | |
| Day 9 | | <input type="checkbox"/> | |
| Day 10 | | <input type="checkbox"/> | |
| Day 11 | | <input type="checkbox"/> | |
| Day 12 | | <input type="checkbox"/> | |
| Day 13 | | <input type="checkbox"/> | |
| Day 14 | | <input type="checkbox"/> | |
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| Day 15 | | <input type="checkbox"/> | |
| Day 16 | | <input type="checkbox"/> | |
| Day 17 | | <input type="checkbox"/> | |
| Day 18 | | <input type="checkbox"/> | |
| Day 19 | | <input type="checkbox"/> | |
| Day 20 | | <input type="checkbox"/> | |
| Day 21 | | <input type="checkbox"/> | |
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| Day 22 | | <input type="checkbox"/> | |
| Day 23 | | <input type="checkbox"/> | |
| Day 24 | | <input type="checkbox"/> | |
| Day 25 | | <input type="checkbox"/> | |
| Day 26 | | <input type="checkbox"/> | |
| Day 27 | | <input type="checkbox"/> | |
| Day 28 | | <input type="checkbox"/> | |
| <hr style="border: 1px solid orange;"/> | | | |
| Day 29 | | <input type="checkbox"/> | |
| Day 30 | | <input type="checkbox"/> | |

30 Day Strategic Plan Template

Week One KPIs:

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Week One Actual KPIs:

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Week Two KPIs:

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Week Two Actual KPIs:

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Week Three KPIs:

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Week Three Actual KPIs:

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Week Four KPIs:

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Week Four Actual KPIs:

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30 day objective:

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Start:

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Stop:

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30 Day KPIs:

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30 Day Actual KPIs:

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New objective:

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Celebration:

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The key result:

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Key takeaways:

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The key result:

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The key result:

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