

IMPLEMENTATION GUIDE: THE 30-60-90 DAY PLAN

How to Use This Guide

This is your personal implementation plan. The programme gave you the ideas; this guide turns them into ninety days of deliberate action with your own team. It is built to be written in, not just read.

Change happens through a few actions done consistently, not many actions done once. Choose a small number of high-value moves and repeat them until they become how your team works.

How The Ninety Days Are Structured

- **First 30 days: Set The Foundation.** Diagnose your team honestly, set clear expectations, and start the weekly habits.
- **Days 31 to 60: Embed The Habits.** Strengthen accountability, fix what leaks, and hold the conversations you have been avoiding.
- **Days 61 to 90: Consolidate And Grow.** Review against your baseline, lock in what works, and set the next quarter with your team.

How To Work It

- Start with Part 1. Set your baseline and write your commitments while the programme is fresh.
- Work one phase at a time. Tick the priority actions as you complete them, and fill in the worksheets.
- Book the three review points in your diary now: Day 30, Day 60, and Day 90. A plan that is never reviewed is a wish.
- Keep this guide where you will see it. Use the coaching log and trackers in Part 3 every week.

The one rule

You cannot see progress without a baseline. Before you change anything, complete Part 1 so that at Day 90 you can see how far your team has come.

PART 1: YOUR STARTING POINT

Set your baseline before you change anything. This is the single most important page in the guide, because at Day 90 it is how you will see, and show, the progress your leadership has made. Complete it this week, while the programme is fresh.

Set Your Baseline

Your team against the five foundations

Rate your team honestly on each foundation today, on a scale of 1 to 5, where **1 means this is a real development need and 5 means it is a clear strength**. Enter your baseline now. You will return to this table at Day 30, 60, and 90 to track the change.

Foundation	Baseline	Day 30	Day 60	Day 90
Trust: people are open, ask for help, assume good intent				
Constructive conflict: issues are debated openly, not avoided				
Commitment: decisions are owned, even by those who disagreed				
Accountability: peers hold each other to the standard				
Results: shared targets come before individual credit				

Your Performance Scoreboard

Choose four to six measures that show whether your team is truly performing, not just busy. Suggested measures are listed; replace or add your own. Enter today's baseline and your target, and update the scoreboard at each review point.

Measure	Baseline	Day 30	Day 60	Day 90	Target
Renewal retention rate					
New business (premium or policies)					
Claims or service turnaround					
One behaviour to change (for example, late reports)					

Measure	Baseline	Day 30	Day 60	Day 90	Target

Remember

Keep it simple. A few measures you actually track beat a long list you do not. What gets measured, and reviewed, gets managed.

Your Commitments

My three commitments

Choose the three changes that will make the biggest difference to your team. Name the first concrete step for each, and set a date. These three commitments anchor your whole ninety days.

My commitment	My first concrete step	By when

PART 2: YOUR 30-60-90 DAY PLAN

The plan runs in three phases. Each phase has a small set of priority actions to complete, a worksheet or two to fill in, and a review point. Work one phase at a time, and do not move on until the habits of the phase before it are actually happening.

First 30 Days: Set the Foundation

The first month is about diagnosis and clear expectations, not dramatic change. Understand where your team really stands, make the standard clear, and start the weekly rhythms that everything else depends on.

Priority actions

Done	Priority action	Notes or target date
	Share your key learnings from the programme with your team	
	Run the five-foundations diagnostic and choose the weakest to work on first	
	Agree three team performance priorities for the quarter	
	Hold a structured one-to-one with each team member	
	Set clear, written expectations for the period	
	Start your performance scoreboard and share it openly with the team	
	Begin weekly coaching conversations using GROW	

Worksheet: Your Weekly Coaching Cadence

A GROW conversation takes about ten minutes and builds ownership far better than instruction. Plan who you will coach each week this month. Aim for one focused conversation with each team member over the four weeks.

Week	Team member I will coach	What we will focus on
Week 1		
Week 2		
Week 3		
Week 4		

Day 30 review

- Which foundation has started to shift, and what did you do to move it?
- Are your weekly coaching conversations actually happening? If not, what is getting in the way?
- Update your foundations tracker and scoreboard in Part 1.
- What is the single most important thing to focus on in the next thirty days?

DAYS 31 TO 60: Embed the Habits

The second month is where good intentions either become habits or quietly fade. Keep the weekly rhythms going, strengthen accountability, fix what leaks between teams, and have the conversation you have been avoiding.

Priority actions

Done	Priority action	Notes or target date
	Continue your weekly coaching conversations using GROW	
	Run weekly team meetings that surface problems early, not late	
	Fix one broken handover between your team and another	
	Launch one customer-retention action with your team	
	Use the problem-solving cycle on one live, recurring issue	
	Strengthen the weakest element of your accountability flywheel	
	Hold the one behavioural conversation you have been avoiding	
	Recognise early wins publicly, and name the behaviour you want repeated	

a. The weakest element of my flywheel (expectations, measurement, feedback, consequences, or recognition) is:

b. The one change I will make to strengthen it:

c. The one handover I will fix, and the owner and date of the fix:

d. The one customer-retention action my team will take this month:

Worksheet: Plan The Conversation You Have Been Avoiding

Address behaviour early, factually, and fairly. Describe the behaviour and its impact, not the person's character. Plan it here before you have it.

a. The behaviour, stated as facts (what, when, how often):

b. Its impact on the team, the customer, or the results:

c. How I will open the conversation, and what I will ask for:

d. When and where I will have it:

DAY 60 REVIEW

- Which new habit is now sticking, and which is still fragile?
- Did you hold the conversation you had been avoiding? What happened?
- Update your foundations tracker and scoreboard in Part 1.
- What needs your attention most in the final thirty days?

DAYS 61 TO 90: Consolidate and Grow

The final month is about making the gains permanent. Review honestly against your baseline, recognise and lock in what worked, close one persistent gap, and set the next quarter with your team so the momentum continues.

Priority actions

Done	Priority action	Notes or target date
	Review your scoreboard and foundations against your Day 1 baseline	
	Recognise and reinforce the behaviours that made the difference	
	Capture and standardise what works, so it becomes normal practice	
	Address one persistent accountability gap that remains	
	Report your results to your manager or leadership	
	Set the next quarter's performance and growth priorities with your team	

Worksheet: Review Against Your Baseline

Return to Part 1 and complete the Day 90 columns of your foundations tracker and scoreboard. Then reflect below.

a. What has changed in my team since Day 1, and what did my leadership do to cause it:

b. What worked that I will now make standard practice:

c. What still needs to improve, and how I will keep working on it:

d. The two or three priorities my team and I will pursue next quarter:

DAY 90 REVIEW

- Compared with Day 1, where is your team stronger? Name it specifically.
- What did you learn about your own leadership over these ninety days?
- Recognise your team's progress with them; they earned it too.
- Set your next ninety-day focus, and keep the rhythm going.

PART 3: YOUR COACHING AND REFERENCE TOOLS

Use these every week. They are the working tools that keep the plan alive between the review points.

Weekly Coaching Log

Record each coaching conversation. Over ninety days this becomes the clearest evidence of your growth as a leader, and of your team's.

Date	Team member	What we focused on	Action agreed, and by when

The GROW Conversation, At A Glance

A simple structure for any coaching or feedback conversation. Ask, do not tell.

Step	Questions to ask
Goal	What do you want to achieve, in this conversation and this quarter?
Reality	What is actually happening now? What have you tried? What do the facts say?
Options	What could you do? What else? What would a great manager do here?
Will	What will you do, by when, and what support do you need from me?

The Six Habits To Keep

One habit from each module. If you do nothing else, do these.

Module	The one habit to keep
1. Foundations of high-performing teams	Build trust first, and judge the team by results, not by how busy it looks.
2. Leadership effectiveness	Flex your style to each person, and coach with GROW every week.

Module	The one habit to keep
3. Collaboration and communication	Own your handovers, and keep conflict about the work, not the person.
4. Customer-focused sales and marketing	Work the whole loyalty loop, and measure retention, not only new sales.
5. Problem-solving and decision-making	Solve at the root cause, and match the method to the stakes.
6. Accountability and performance culture	Set clear expectations, and address the first slip early and fairly.

Accountability Flywheel Check

Tick each element that is genuinely working in your team, and note your next step for the rest.

Working?	Flywheel element	My next step
	Clear expectations: everyone knows the target and the standard	
	Visible measurement: performance is tracked openly and fairly	
	Honest feedback: people hear how they are doing, in time to act	
	Fair consequences: good work is rewarded, poor work is addressed	
	Recognition: what gets recognised gets repeated	

