

The 30/60/90 Day Action plan

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Name:  |  |
| Address:  |   |
|  |  |
|  |  |
| Company: |  |
| Contact:  |  |
|  |  |
|  |  |
|  |  |

BASELINE NUMBERS AS OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (date)

|  |  |
| --- | --- |
| Revenue |  |
| Gross margin |  |
| Markup |  |
| Net Profit |  |

Here is a list of key words that represent various aspects of your business. Mark on the table how much of a positive, top-line impact each could have if they were improved in the next 90 days.

|  |
| --- |
| Revenue Impact  |

 None Some Lots Even more

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Room for improvement:**  | 0 | .5 | 1 | 1.5 |
| Systems |  |  |  |  |
| Culture |  |  |  |  |
| Brand  |  |  |  |  |
| Client Quality |  |  |  |  |
| Manpower |  |  |  |  |
| Cash flow |  |  |  |  |
| Market flex |  |  |  |  |
| PR efforts |  |  |  |  |
| Financial Reports |  |  |  |  |
| Logistics |  |  |  |  |
| Vendors |  |  |  |  |
| Subtrades |  |  |  |  |
| Sales |  |  |  |  |
| Marketing |  |  |  |  |
| Partnerships |  |  |  |  |
| Leadership |  |  |  |  |

Here is the same list. Mark on the table which statement describes best the impact the improvement will have on the bottom line.

|  |
| --- |
| Expense (or cost) impact |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cost to get to 100%** | Costly to improve | Some cost to improve | Little cost to improve  | No cost to improve |
| Systems |  |  |  |  |
| Culture |  |  |  |  |
| Brand  |  |  |  |  |
| Client Quality |  |  |  |  |
| Manpower |  |  |  |  |
| Cash flow |  |  |  |  |
| Market flex |  |  |  |  |
| PR Efforts |  |  |  |  |
| Financial Reports |  |  |  |  |
| Logistics |  |  |  |  |
| Vendors |  |  |  |  |
| Subtrades |  |  |  |  |
| Sales |  |  |  |  |
| Marketing |  |  |  |  |
| Partnerships |  |  |  |  |
| Leadership |  |  |  |  |

Now, compare the two tables and choose the four categories that show maximum positive top-line impact at the least cost.

|  |  |  |
| --- | --- | --- |
|  | Category  | Expected return (indicate amount of cost reduction and/or revenue increase) |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |