

90-DAY FOCUS PLANNER

One Theme. Three Numbers. Five Moves.

Install focus at the company level for the next quarter, so the whole team runs toward one thing.

WHY THIS MATTERS

Without a clear 90-day frame, every day feels like the most important day. This canvas installs focus at the company level: one theme, three metrics, five initiatives. If it does not fit here, it does not belong in this quarter.

1. RALLYING THEME

One sentence. What is this quarter about? The team should be able to repeat it without looking.

Our theme

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2. THREE NORTHSTAR METRICS

Northstar Metric	Target	Baseline	By when
<i>First paying clients signed</i>	3	0	Sep 30



3. FIVE KEY INITIATIVES · PROJECTS THAT MOVE THE NORTHSTARS

#	Initiative	Owner	Target Date	Status
1				
2				
3				
4				
5				

4. 90-DAY MILESTONE BLOCKS · WHAT MUST BE TRUE AT EACH GATE

Day 1-30 · Foundation	Day 31-60 · Momentum	Day 61-90 · Lock-In



5. KNOWN CONSTRAINTS AND BLOCKERS

Risk / Constraint	Impact	Mitigation Plan	Owner
<i>Key hire has not started</i>	<i>High</i>	<i>Temp contractor for first 30 days</i>	<i>Founder</i>

THE PART MOST FOUNDERS SKIP

A plan the team nods at in the kickoff is forgotten by week three. The planner only works if it becomes the agenda of a recurring weekly review, and if you are willing to say no to good work that is off-theme. Focus is not the list you wrote. It is the things you killed to protect it.

NEXT

Share this canvas with your team on Day 1. Review progress at Day 30, 60, and 90.

Want this run as a real operating rhythm, not a one-time plan? Scan the code or visit freedomsystems.biz to book a 30-minute diagnostic.

