

A free workbook

THE NEXT 90 DAYS



BUSINESS
LEVER

LIFE
LEVER

Two levers, one obstacle for each, and 90 days to move both. The way I actually plan with founders, not a yearly wishlist that stops working by February.

Built on 20+ years of experience with founders across 8 countries, on real numbers, real decisions, real consequences.

WHY A YEAR IS THE WRONG UNIT

Twelve months is too long to hold a plan together

Almost every planning effort fails for a boring reason. Twelve months is enough time for a founder's real priorities to shift three or four times, so the January plan quietly stops being followed by March, without anyone actually deciding to abandon it.

There is also a well documented gap between imagining success and actually planning for it. Psychologist Gabriele Oettingen's research on **mental contrasting** found that simply picturing a good outcome, without naming what will get in the way, actually predicts weaker commitment than picturing the outcome and the obstacle together.

That is why this workbook does two things differently. It works in 90 day windows, short enough to stay true once you get there. And for every lever you pick, it makes you name the obstacle before the plan, not after.

Two levers. One for the business, one for the life you are building around it. They get the same treatment, nothing symbolic about the life one: it gets a real obstacle and a real plan too.

Giacomo Grisanzio

STEP ONE, THE HONEST STARTING POINT

Rate where you actually are

Before choosing what to move, rate how things actually stand right now. Not how you would like them, how they actually are. Circle one per row.

Business momentum: moving or stuck?

☐ ☐ ☐ ☐ ☐ 1 stuck to 5 moving

Energy outside the business: how much is left by the weekend?

☐ ☐ ☐ ☐ ☐ 1 empty tank to 5 full

Clarity: do you know the next right move, or are you guessing?

☐ ☐ ☐ ☐ ☐ 1 guessing to 5 clear

The lowest scoring row is probably where your first lever goes.

STEP TWO, NAME THE OBSTACLE BEFORE THE PLAN

The WOOP for your two levers

One lever moves the business directly. The other protects your capacity to run it well: energy, focus, the boundary that lets you make good decisions instead of tired ones. Both get named, pictured, and tested the same way, before the plan gets written.

LEVER 1, BUSINESS

Example: a specific number moving, a growth percentage, a new client rhythm.

Wish *one clear goal*

.....

Outcome *the best real result if it works*

.....

Obstacle *what in you gets in the way*

.....

Plan, if / then *if [obstacle], then I will...*

.....

LEVER 2, LIFE

Example: energy, focus, the time to think instead of just react.

Wish *one clear goal*

.....

Outcome *the best real result if it works*

.....

Obstacle *what in you gets in the way*

.....

Plan, if / then *if [obstacle], then I will...*

.....

STEP THREE, THE LINE IN THE SAND AT 90 DAYS

Commit to the window, not the whole year

In ninety days, check both boxes honestly. Not whether you finished everything, whether you moved the lever.

☐ In 90 days I will know if the business lever moved, because the number I am watching is:

.....

☐ In 90 days I will know if the life lever moved, because the thing I will actually notice is:

.....

☐ If the obstacle I named on the previous page shows up, I already know my if/then, so I will not need willpower to remember it.

You have planned the window. Now put it to the test.

Two levers and two if/then plans are the easy part to write. Whether the next step is choosing a program or talking it through first depends on where you are: take the road that fits.

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