



GOALS

# The 90-Day Action Plan

One big goal, twelve weekly milestones, and a scorecard that tells you the truth every Sunday.

A NOTE FROM OUR TEAM

*Ninety days is long enough to change something real and short enough that you can't put it off. We love this format because it forces the hard question every single week: did you do what you said you'd do? Pick one goal. Just one. Then give it everything for twelve weeks.*

— The Auto Advocate Team

A year-long goal gives you eleven months to procrastinate. A 90-day plan doesn't. You'll pick one meaningful goal, break it into twelve weekly milestones, decide the few actions that move it, and score yourself every week. If you haven't defined your goal yet, start with **No. L01, The Goal-Setting Blueprint**.

WHY THIS STRUCTURE WORKS

Goal research finds that specific, challenging goals paired with feedback outperform vague intentions, and that for complex goals, near-term milestones help (Locke & Latham, 2002). A meta-analysis of 138 studies found that monitoring progress improves goal attainment, with bigger effects when progress is physically recorded or shared (Harkin et al., 2016). And in a well-known study of new daily habits, automaticity took an average of about 66 days to level off, ranging from 18 to 254 days (Lally et al., 2010). Twelve weeks gives your key actions a real chance to start feeling automatic, though everyone's timeline is different.

## 1 Your One Big Goal

In 90 days, I will have \_\_\_\_\_

Finish-line number \_\_\_\_\_ Where I am today (baseline) \_\_\_\_\_

Start date \_\_\_\_\_ Day 45 check \_\_\_\_\_ Day 90 \_\_\_\_\_

Why this matters to me (the real reason) \_\_\_\_\_

What it will cost me if I don't do it \_\_\_\_\_

## 2 Work Backward: Three Monthly Milestones

Start at the finish line and ask: what must be true at the end of month two for month three to be possible? Then month one.

| MONTH                | WHAT WILL BE TRUE BY THE END OF THIS MONTH | THE MEASURE |
|----------------------|--------------------------------------------|-------------|
| Month 1 (Weeks 1–4)  |                                            |             |
| Month 2 (Weeks 5–8)  |                                            |             |
| Month 3 (Weeks 9–12) |                                            |             |

### 3 Lead Measures: The Few Actions That Move the Needle

You can't control results directly. You can control the weekly actions that produce them. Pick two or three and give each a weekly target.

| WEEKLY ACTION I CONTROL                   | WEEKLY TARGET | IF-THEN PLAN FOR WHEN I'M TEMPTED TO SKIP                                |
|-------------------------------------------|---------------|--------------------------------------------------------------------------|
| <i>Example: Make 20 prospecting calls</i> | <i>20</i>     | <i>If it's 10 a.m. Tuesday, then phone out, door closed, calls first</i> |
| A.                                        |               |                                                                          |
| B.                                        |               |                                                                          |
| C.                                        |               |                                                                          |

### 4 Twelve Weekly Milestones

Fill in all twelve now, in pencil. Each milestone should be something you can check off with a clear yes or no by Sunday night.

| WEEK                                                    | DATES | MILESTONE: WHAT WILL BE DONE BY SUNDAY | DONE ✓ |
|---------------------------------------------------------|-------|----------------------------------------|--------|
| 1                                                       |       |                                        |        |
| 2                                                       |       |                                        |        |
| 3                                                       |       |                                        |        |
| 4                                                       |       |                                        |        |
| Month 1 checkpoint: on pace? Yes / No Adjustment: _____ |       |                                        |        |
| 5                                                       |       |                                        |        |
| 6                                                       |       |                                        |        |
| 7                                                       |       |                                        |        |
| 8                                                       |       |                                        |        |
| Month 2 checkpoint: on pace? Yes / No Adjustment: _____ |       |                                        |        |
| 9                                                       |       |                                        |        |
| 10                                                      |       |                                        |        |
| 11                                                      |       |                                        |        |
| 12                                                      |       |                                        |        |

### 5 The Sunday Review: Five Questions

- 1 Did I hit this week's milestone? A clean yes or no. No stories.
- 2 What was my execution score? Write it on the scorecard before you think about the result.
- 3 What got in the way? Was it a plan problem, a time problem, or an effort problem?
- 4 What's my if-then plan for that obstacle next week? Decide it now, while you're calm.
- 5 Did I report my numbers? Text your score to your accountability partner. Shared progress tends to be kept progress.

6 The Weekly Scorecard

Every Sunday, score each action as completed / target. *Execution % = actions completed ÷ actions planned × 100*. High execution but weak results? Adjust the plan. Low execution? Fix the effort before you judge the goal.

| WEEK                      | ACTION A  | ACTION B  | ACTION C  | EXECUTION % | BIGGEST WIN | ONE ADJUSTMENT FOR NEXT WEEK |
|---------------------------|-----------|-----------|-----------|-------------|-------------|------------------------------|
| 1                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 2                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 3                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 4                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 5                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 6                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 7                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 8                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 9                         | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 10                        | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 11                        | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 12                        | ___ / ___ | ___ / ___ | ___ / ___ |             |             |                              |
| 12-Week Average Execution |           |           |           |             |             |                              |

7 Day 90: The Final Scorecard

| RATE YOURSELF HONESTLY            | 1 = POOR · 5 = EXCELLENT |
|-----------------------------------|--------------------------|
| Hit the finish-line number        | ① ② ③ ④ ⑤                |
| Consistency on lead measures      | ① ② ③ ④ ⑤                |
| Bounced back after misses         | ① ② ③ ④ ⑤                |
| Kept reviews & stayed accountable | ① ② ③ ④ ⑤                |

Final result vs. goal \_\_\_\_\_

The action that mattered most \_\_\_\_\_

What now feels automatic \_\_\_\_\_

My next 90-day goal \_\_\_\_\_

BIG DECISIONS DESERVE A PLAN

Is a vehicle on your 90-day list? Walk in ready.

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SOURCES

Locke & Latham (2002), Building a practically useful theory of goal setting and task motivation, *American Psychologist* 57(9)

Harkin et al. (2016), Does monitoring goal progress promote goal attainment? *Psychological Bulletin*; APA release: [apa.org/news/press/releases/2015/10/progress-goals](http://apa.org/news/press/releases/2015/10/progress-goals)

Lally et al. (2010), How are habits formed: Modelling habit formation in the real world, *European Journal of Social Psychology* 40(6): [doi.org/10.1002/ejsp.674](https://doi.org/10.1002/ejsp.674)

Gollwitzer & Sheeran (2006), Implementation intentions and goal achievement: A meta-analysis, *Advances in Experimental Social Psychology* 38

*This plan is an educational personal-development tool, not medical, psychological, or financial advice. Research findings describe averages across groups and do not guarantee individual results.*