30/60/90-Day Action Plan

Turn a decision into owned actions, evidence, and review points.

For: Sponsors, team leads, and product owners | Use when: After a workshop, pilot review, or leadership discussion | Suggested time: 20 minutes

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Use synthetic or authorized information. Keep sensitive work in approved tools. A named person owns each decision. These tools support discussion and planning; they are not validated assessments.

1. Commit to one outcome

Choose an outcome for one workflow. Each period should produce evidence for a decision, not a list of activity for its own sake.

Outcome

What should be observably different by day 90?

First 30 days

What uncertainty must be resolved first?

By day 60

What is the next bounded experiment if prerequisites are met?

By day 90

Which decision will the evidence support?

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2. Name the commitments

For each action, record owner, evidence, date, dependency, and stop condition.

Owner and capacity

Who can deliver, and what time is committed?

Evidence and decision

What will the owner show at the checkpoint?

Boundary

What are you deliberately not committing to?

Review rhythm

When can the plan change?

Completed companion example

All organizations, workflows, numbers, and results in these examples are fictional and provided for learning. Targets are proposed decision criteria, not validated standards or promised outcomes.

Outcome

A supported policy-answer workflow with known quality, human effort, operating cost, and accountable owners.

First 30 days

Validate baseline, clean policy versions, complete synthetic tests, and resolve blocking issues.

By day 60

Run an authorized limited pilot with human approval of every draft; compare end-to-end effort.

By day 90

Expand, revise, or stop based on quality, escalations, effort, and operating readiness.

Owner and capacity

Service-desk lead owns the plan; specialist review allocation agreed before the pilot.

Evidence and decision

Reviewed test register, baseline comparison, issue log, and operating cost record.

Boundary

No autonomous sending, eligibility decisions, or expansion to personnel records.

Review rhythm

Weekly review of issues; a formal decision at each 30-day checkpoint.

Original guide: https://builtinto.work/resources/ninety-day-action-plan