

# 90 Day planning cycle

Worksheet | [www.pinkmingo.co.uk/2021](http://www.pinkmingo.co.uk/2021)

<b>Aligning with overarching strategy</b>	STRATEGY <i>Reiterate</i>	THEME <i>For these 90 days</i>	
<b>'Big Rocks' the key priorities</b>	PRIORITY 1 <i>Deliver x</i>	PRIORITY 2 <i>Launch y</i>	PRIORITY 3 <i>Agree z</i>
<b>Commercial</b>	REVENUE	PIPELINE	METRICS
<b>Connect</b>	FOLLOWERS <i>Social media</i>	LEADS <i>Or website hits</i>	ATTENDEES <i>Or meeting #</i>
<b>Reassess</b>	START <i>Experiment</i>	STOP <i>What is not working?</i>	CONTINUE <i>What is working?</i>
<b>Marketing goals</b>	HOW ARE YOU PROGRESSING YOUR THREE MARKETING GOALS?		