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THE 90-DAY GOAL MAP
WORKSHOP

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WELCOME TO THE WORKSHOP

Designed by EMUNAH’s team of Organizational Psychologists, this professional resource delivers proven frameworks, performance insights, and applied strategies used by high-performing entrepreneurs.

Each issue is crafted to give you a competitive edge — equipping you to lead smarter, operate sharper, and outperform the market.

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INTRODUCTION

Welcome to the **90-Day Goals Workshop**, a focused planning resource designed to help small business owners and managers turn big ambitions into tangible results.

While long-term vision provides direction, true progress happens in focused intervals. This workshop introduces you to the **90-day framework**—a proven method for breaking down large objectives into manageable, actionable steps that can be achieved in just one quarter.

Over the next pages, you'll learn how to:

- Identify and prioritize the goals that matter most.
- Define success with clarity and precision.
- Assign ownership and accountability to ensure follow-through.
- Build momentum by creating a cycle of consistent progress—without the overwhelm that comes from tackling everything at once.

Whether you're launching a new product, strengthening internal operations, or investing in team development, this workshop will guide you through creating a plan that drives measurable results in 12 weeks or less. By the end, you'll have a clear path forward—one that keeps you focused, adaptable, and steadily moving toward your larger vision.

UNDERSTANDING

The **90-Day Goal Planning Model** is a structured approach to turning strategy into action by working in focused, manageable cycles. Instead of being overwhelmed by year-long objectives or distracted by daily fires, this model helps you concentrate on what matters most and execute with clarity.

At its core, the model moves through five essential phases:

Phase 1: Clarify Focus

Begin by identifying the single most important priority for your business in the next 90 days. This ensures your time, energy, and resources are concentrated on work that will have the greatest impact.

Phase 2: Define the Goal

*Once your focus is clear, transform it into a **SMART goal**: Specific, Measurable, Achievable, Relevant, and Time-bound. SMART goals eliminate ambiguity and give you a precise target to work toward.*

Phase 3: Break It Down

Large goals succeed when they're broken into smaller, achievable pieces. Outline key milestones, weekly habits, and potential blockers. This step provides structure, helping you see the path forward and anticipate challenges.

Phase 4: Assign Accountability

Decide who is responsible for each milestone or action. Clear ownership prevents confusion and ensures progress doesn't stall when challenges arise.

Phase 5: Track and Adjust

Execution is rarely perfect on the first try. Commit to weekly check-ins where you measure progress, reflect on what’s working, and make necessary adjustments. This rhythm keeps your team agile and aligned.

By working within a 90-day window, you minimize distractions, reduce procrastination, and foster a culture of accountability. The result is faster progress without sacrificing quality—a disciplined system that balances urgency with intention.

BUSINESS RELEVANCE

For small businesses, the 90-day goal framework strikes the perfect balance between big-picture vision and practical execution. Annual plans often feel too distant to influence daily decisions, while focusing only on daily tasks can trap you in reactive cycles. The 90-day model bridges this gap, offering structure and urgency without overwhelming you.

With a 90-day goal in place:

You create urgency without burnout.

A clear deadline drives focus and motivation, but the shorter timeframe prevents fatigue that often comes with year-long goals.

You make measurable progress aligned with your long-term vision.

Each 90-day goal connects to your larger business strategy, ensuring that every quarter moves you closer to your ultimate objectives.

You can adjust quickly when things aren’t working.

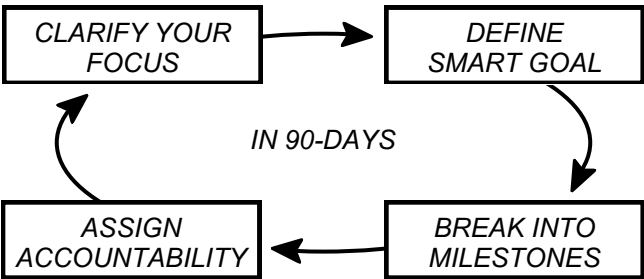
Instead of waiting a full year to evaluate results, you gain regular checkpoints to pivot strategies and respond to challenges.

You build momentum by stacking wins.

Success in one quarter fuels confidence and provides a foundation for the next, creating a rhythm of achievement.

Whether you’re launching a new product, streamlining operations, or increasing revenue, the 90-day timeframe is short enough to keep focus sharp and long enough to deliver tangible, meaningful results.

FIGURE 1. THE 90-DAY GOAL PLANNING MODEL



NOTES & IMPRESSIONS:

WORKSHEET
APPLICATION

This worksheet is built directly from the **five-step 90-Day Goal Planning Framework** and is designed to guide you through creating a complete quarterly plan for your business. By moving step-by-step, you'll transform big ideas into a structured roadmap that you and your team can actually follow.

As you work through the worksheet, you will:

- Choose one clear area of focus
- Set a SMART goal
- Break the goal into milestones and weekly habits
- Assign accountability

This worksheet can be used in multiple contexts:

- **Quarterly planning meetings** to set direction for the next 90 days.
- **Weekly check-ins** to monitor progress and adjust as needed.
- **Leadership development sessions** to train managers and team members in disciplined execution.

The framework is repeatable and scalable—revisit it every quarter to stay aligned, sharpen your focus, and keep momentum building. Over time, each 90-day cycle stacks on the last, creating a rhythm of consistent growth.

PHASE 1:
CLARIFY FOCUS

What is the most important area of focus for the next 90 days?
Example: Customer service, website launch, hiring, product improvement

PHASE 2:
DEFINE THE
SMART GOAL

What exactly do you want to achieve?
SMART = Specific, Measurable, Achievable, Relevant, Time-bound

PHASE 3:
BREAK IT DOWN

Milestone/Sub-Goal	Target Date	Expected Challenges	Notes/Adjustments

PHASE 4: ACCOUNTABILITY

Who owns each milestone or recurring action?

Milestone/Sub-Goal	Responsible Person(s)	Backup/ Additional Support

PHASE 5: TRACK & ADJUST

Use this table to reflect weekly.

Mark progress, note wins or blockers, and make small pivots.

Milestone/Sub-Goal	Goal Progress	Challenges	Adjustments
<i>Web Update</i>	<i>Completed</i>	<i>Delay on Page</i>	<i>Add More Developers</i>
<i>Product R&D</i>	<i>In Progress</i>	<i>Web Update</i>	

Milestone/Sub-Goal	Goal Progress	Challenges	Adjustments

CONCLUSION & REFLECTION

90-Day goals are about **momentum, not perfection**. By working in focused cycles, you turn big ideas into measurable action and lead your team with clarity and confidence.

Each quarter is a chance to reset and refocus—three 90-day wins add up to a year of intentional growth.

Use the reflection questions below to connect today's workshop to your business and prepare for your next cycle:

- *What is the most important area of my business to advance in the next 90 days?*
- *What weekly habits or actions will I commit to in order to stay on track?*
- *How can I communicate and share this goal with my team to create buy-in and accountability?*
- *When will I schedule my next review or reset to measure progress and set the next 90-day goal?*

Remember: progress compounds. The discipline of consistent action will always outweigh the illusion of a perfect plan. Start small, stay consistent, and let each win carry you into the next.