

90-DAY OUTCOME

ACTION PLAN

This is not a transformation program. There's no go-live date, no reorganization, and no new headcount. It's a sequence of habits, run on one real account first, then widened. Three moves in the book, in order, across ninety days — using the Reader Resources you already have.

“Three moves. One relationship at a time. You can start Monday.”

Guardrail before you begin: pick ONE account for Phase 1. Do not run this across your whole book of business until Phase 1 is real on one relationship. Scaling too early is how this quietly becomes theater instead of a habit.

THIS PLAN IS FOR

Leader running this plan

Account used for Phase 1

Start date

PHASE 1 — DAYS 1-30: SEE THE GAP

Goal: find out where this one account actually stands, using its own evidence — not assumptions.

Week	Action	Tool to use	Owner / status
Wk 1	Ask the success question directly to the signing executive. Write their answer word for word.	<i>Outcome Execution Gap Worksheet</i>	
Wk 2	Compare what Sales sold, what Delivery believes, and what the customer said. Find where they diverge.	<i>Outcome Execution Gap Worksheet</i>	
Wk 3	Walk this account through Win, Transition, Stabilize, Expand, Renew. Mark where confidence was built or spent at each stop.	<i>Five Stages Assessment</i>	
Wk 4	Map one real customer request end to end. Find the friction points, then remove the worst one — this week, not next quarter.	<i>Chapter 11 friction exercise</i>	

PHASE 2 – DAYS 31-60: INSTALL OWNERSHIP

Goal: give the gap you found in Phase 1 an actual owner, and get leadership looking at the same evidence you are.

Week	Action	Tool to use	Owner / status
Wk 5	Name one person accountable for this account's alignment across every stage – not a function, a person.	<i>Seven Laws Executive Checklist (Law 1-2)</i>	
Wk 6	Have each leader complete the alignment worksheet independently, before comparing answers.	<i>Leadership Alignment Worksheet</i>	
Wk 7	Run the leadership team session: test the four hurdles, run the alignment question live, assign the three moves.	<i>Executive Discussion Guide</i>	
Wk 8	Redesign this account's next QBR to open with the success question instead of the dashboard.	<i>QBR Template</i>	

PHASE 3 – DAYS 61-90: WIDEN THE SYSTEM

Goal: only now – with one account proven – extend the same habits across your book of business.

Week	Action	Tool to use	Owner / status
Wk 9	Run the Seven Laws scorecard across your top three to five accounts, not just the Phase 1 account.	<i>Seven Laws Executive Checklist</i>	
Wk 10	Stand up the confidence scorecard across your whole book of business – separate from SLA status.	<i>Customer Confidence Scorecard</i>	
Wk 11	Install the standing rhythm: the confidence filter and four-sentence check in every leadership meeting, the Seven Laws review monthly.	<i>Leadership Meeting Guide</i>	
Wk 12	Run a renewal risk pass on any account with a renewal in the next two quarters. For any account with earned confidence, start a growth plan – don't pitch what hasn't been earned.	<i>Renewal Risk Assessment / Strategic Account Growth Plan</i>	

What “done” looks like on Day 90

Not a completed project. A habit that keeps running without this document:

- ☐ The success question gets asked on every top account at least once a year, without a reminder.
- ☐ Every leadership meeting opens with the confidence filter, not just the agenda.
- ☐ Confidence is read separately from SLAs by default, not as a special exercise.
- ☐ One friction point gets removed somewhere, every month, as a matter of course.
- ☐ Nobody needs this plan anymore to keep doing any of the above.

Guardrails throughout

- If Phase 1 isn't real yet – actually run on the account, not just reviewed – do not start Phase 2.
- New meetings and dashboards without changing what's rewarded is theater. Check department scorecards against the Seven Laws before adding anything new.
- Any account found “spending” confidence during this plan is this week's work, not a note for later.

Want someone who's run this pattern across dozens of organizations to walk it with you? Book an Outcome Execution Gap Session.
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