



The Strategic Gap Action Plan

A focused one-page plan for creating meaningful movement in 90 days.

Choose one gap. Build one focused 90-day plan.

1

NAME THE GAP What is getting in the way, and why does it matter now?

THE GAP

What needs to change?

WHY NOW

What is the consequence of leaving it unresolved?

2

DEFINE THE 90-DAY RESULT Describe the change, not the activity.

IN 90 DAYS What will be meaningfully different?

EVIDENCE

What number, result, or behavior will show progress?

ACCOUNTABLE OWNER

Who owns the result?

3

CHECK ALIGNMENT Use the 4Ms as a quick readiness check.

☐
MISSION

Does this close the gap that matters most?

☐
MONEY

Have we committed the time, people, and money it requires?

☐
METRICS

Will the evidence tell us whether to continue or adjust?

☐
MAP

Is the work sequenced clearly enough to act?



Turn the Gap into Focused Movement

4

COMMIT TO THREE MOVES More activity will not make the plan stronger.

	THE THREE MOST IMPORTANT MOVES	OWNER	BY WHEN
1			
2			
3			

5

MAKE ROOM FOR THE WORK Name what the plan needs and what will give way.

SUPPORT OR DECISION NEEDED
What must be provided, approved, or resolved?

WHAT STOPS, WAITS, OR CHANGES
What creates the capacity to do this well?

6

KEEP IT MOVING Create a light, visible review rhythm.

CHECK-IN RHYTHM	FIRST REVIEW DATE	AT EACH REVIEW

90-DAY FOCUS STATEMENT

Because [gap], we will create [90-day result], evidenced by [measure], through three moves owned by [owner].



What a Focused Plan Looks Like

The scale changes. The discipline does not.

These examples show the level of specificity the tool requires. They are starting points, not completed plans.

JAKE	Independent leader
GAP	Too much capacity is going to work that does not fit the practice Jake wants to build.
90-DAY RESULT	Jake uses one client and offer filter for every new opportunity and protects capacity for best-fit work.
EVIDENCE	The percentage of accepted projects that pass the filter, plus capacity reserved for best-fit work.
THREE MOVES	Build the filter; apply it to the current pipeline; reshape or decline work that does not fit.

PRIYA	Nonprofit executive
GAP	Program commitments have outgrown the funding and staff capacity available to deliver them well.
90-DAY RESULT	Leadership agrees on a feasible 90-day service portfolio that matches funding, people, and existing promises.
EVIDENCE	The number of active commitments with confirmed funding and capacity, plus unresolved resource conflicts.
THREE MOVES	Confirm funding; assess capacity; pause, resequence, or decline commitments that cannot be supported.

One Enterprise Example

Use the examples as references for specificity, not templates for language or scope.

MARCUS	Enterprise executive
GAP	Too many initiatives are active because leaders do not share one standard for priority and sequence.
90-DAY RESULT	One visible portfolio standard governs what is In Flight, On the Runway, In the Hangar, or Grounded.
EVIDENCE	The percentage of active initiatives with an owner, resources, an outcome Metric, and a place on the Map.
THREE MOVES	Inventory the work; apply common criteria; resource what is In Flight, then sequence, preserve, or Ground the rest.

KEEP THE PLAN VISIBLE

Review it often enough to make decisions, not often enough to create another reporting burden.

A focused plan is intentionally incomplete.

It names one meaningful result, the evidence that will show movement, the three moves that matter most, and the capacity trade-offs required to act.