

Build a practical 90-day launch plan

90-day planner

Premium lesson companion

Teaching brief • applied vocabulary • guided workbook • knowledge check • answer guide

Name _____

Date _____

Build a practical 90-day launch plan

A useful launch plan converts a large vision into weekly evidence: customer conversations, setup work, offer testing, delivery, and review.

The deeper idea

A 90-day launch is an evidence plan. Each week should produce a customer fact, an operating asset, a completed delivery, collected cash, or a documented lesson.

Learning objectives

- Explain milestone using the lesson's governing facts.
- Distinguish minimum viable offer from an assumption or promotional summary.
- Show how key measure changes cost, timing, control, responsibility, or risk.
- Complete the 90-day planner using traceable source information.

Vocabulary in action

milestone	Locate it in source material and state what it measures or governs.
minimum viable offer	Use it to make the comparison concrete instead of relying on a label.
key measure	Name who carries responsibility, what triggers it, and which control makes it visible.

Move from information to a responsible next step.

1. Define the exact question

State the purpose, deadline, and consequence of delay. Connect the question to this lesson and its governing evidence.

2. Gather governing evidence

Collect current agreements, statements, official disclosures, operating records, or program instructions. Record the source and date.

3. Apply the vocabulary

Locate milestone, minimum viable offer, and key measure in the real document or process. Translate each into a dollar, date, action, control, or responsibility.

4. Test a difficult case

Change one important assumption - timing, volume, cost, income, access, or support - and explain whether the plan still works.

5. Record the decision

Choose proceed, revise, compare, seek qualified review, or stop. Name the next action, its owner, and the review date.

Applied scenario

A learner must make this decision this month. The learner gathers governing records, locates milestone, minimum viable offer, and key measure, and completes the assignment. The decision pauses if the difficult-case test exposes an obligation or operating risk that cannot be managed.

90-day planner

Choose three 30-day milestones, an owner, a due date, and one measure of progress for each.

Purpose: What exact decision does this lesson support?

Evidence: Which source documents prove the facts? Include dates.

Terms: Where do milestone, minimum viable offer, and key measure appear, and what does each change?

Stress-test and decision record

Stress test: Which assumption is most fragile, and what happens if it fails?

Decision record: What is the next action, who owns it, and when will it be reviewed?

My recorded status

☐ Proceed ☐ Revise ☐ Compare ☐ Seek qualified review ☐ Stop

Confirm your understanding.

1. State the central teaching in your own words.

2. How do milestone and minimum viable offer work together?

3. What evidence is strong enough to use?

4. What would make the plan pause?

5. What belongs in the finished assignment?

Compare reasoning, not just wording.

1. State the central teaching in your own words.

A 90-day launch is an evidence plan. Each week should produce a customer fact, an operating asset, a completed delivery, collected cash, or a documented lesson.

2. How do milestone and minimum viable offer work together?

Define each, locate both in source material, and explain their combined effect on the decision.

3. What evidence is strong enough to use?

Current, relevant, traceable information from an agreement, statement, official source, operating record, or qualified professional.

4. What would make the plan pause?

A missing governing fact, unsupported claim, unmanageable stress case, or inability to explain the responsibility attached to key measure.

5. What belongs in the finished assignment?

Purpose, sources, term definitions, comparison or calculation, difficult-case result, unanswered questions, responsible owner, and review date.

Education-only boundary

This resource provides general education. It does not submit applications, negotiate with providers, handle customer funds, promise outcomes, or replace individualized guidance from an appropriately qualified professional.