

90 Day Growth Strategy

Current State

Organization: _____

Date: _____

1. Where has our revenue slowed or stopped, why?
2. How long will our cash sustain the company?
3. Where can we cut or suspend expenses?
4. Can we sustain our top talent with our current cash flow? How long?
5. Are there some team members to release or lay-off?
6. What business is staying with us? Are we in contact with them?
7. What business has paused? What is the engagement strategy to maintain connection?
8. Do we have the right marketing and sales people and processes right to gain traction now and accelerate after the crisis?

90 Day Growth Strategy

STOP - PAUSE - PIVOT - START

STOP (projects, services or products to stop)	PAUSE (projects, services or products to pause)
PIVOT (projects, services or products to pivot)	START (new projects, services or products to start)

90 Day Growth Strategy

90 Day Goals

	Goal	Action Steps	30-Day	60-Day	90-Day
1					
2					
3					
4					
5					