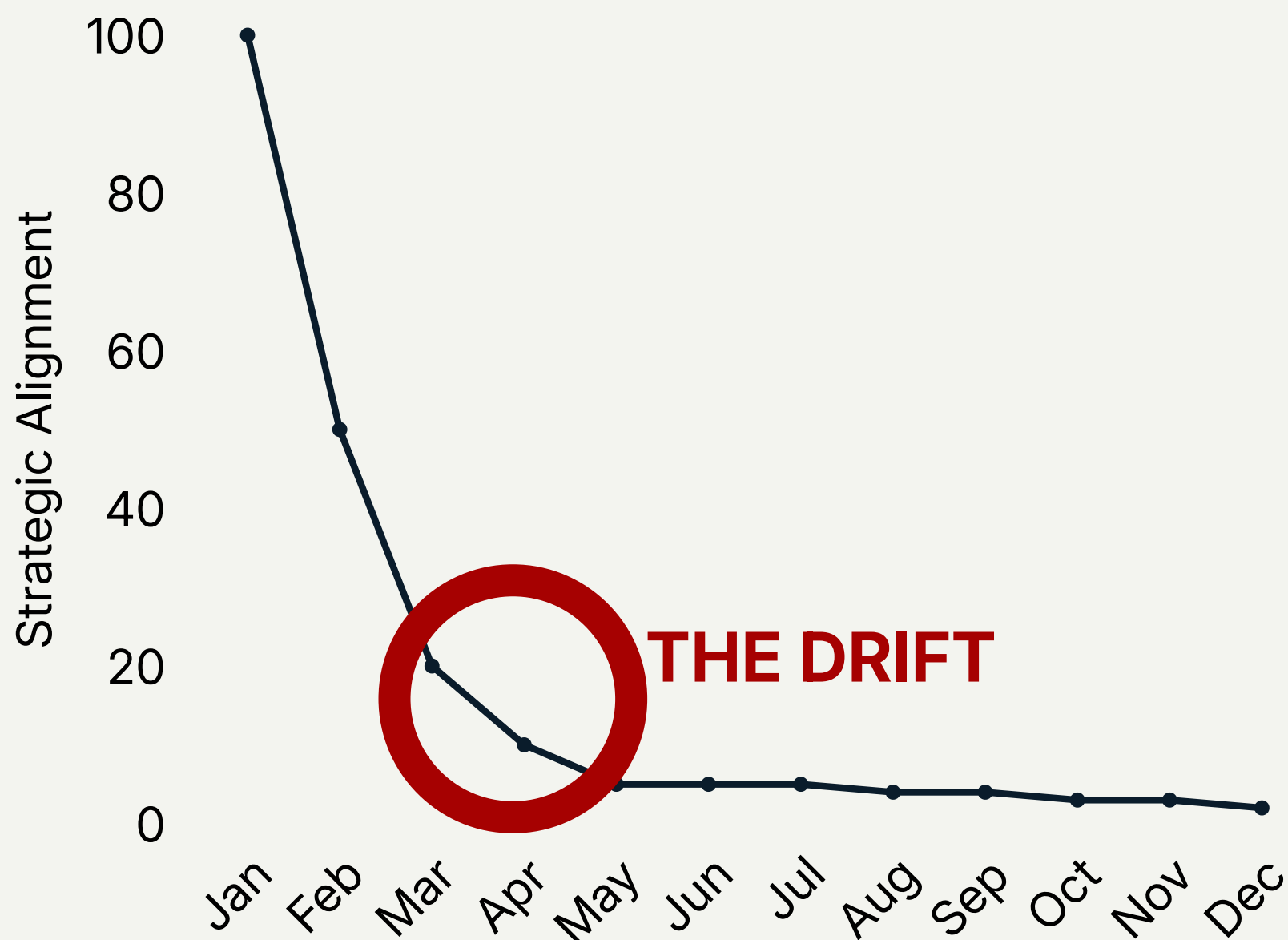STRATEGIC PILLAR V

THE EXECUTION RHYTHM

Why annual plans fail and 90-day sprints win.
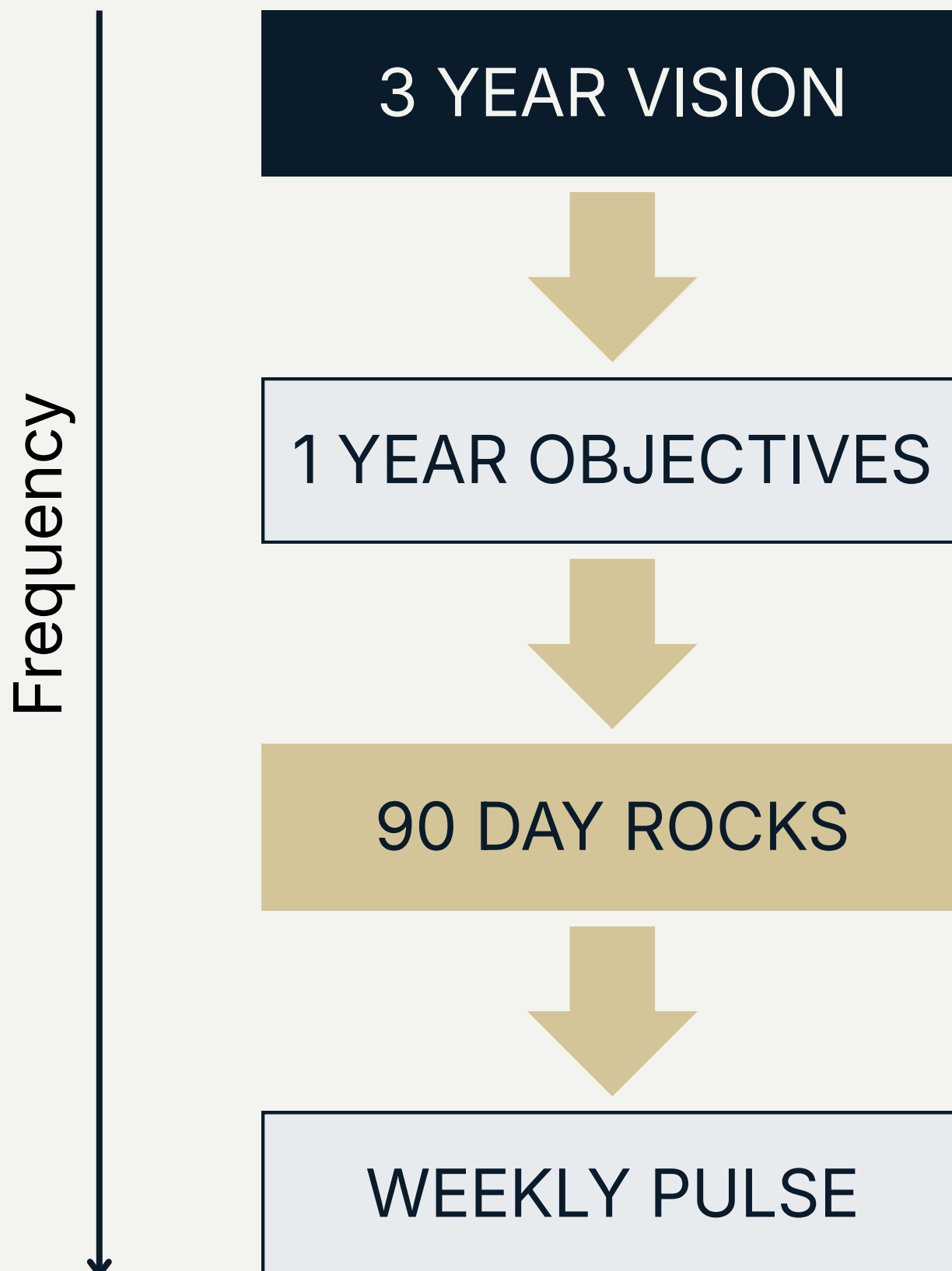
Stratisian | Strategy-as-a-service

THE ANNUAL PLAN IS DEAD

Strategic Alignment

100 · 80 · 60 · 40 · 20 · 0

THE DRIFT

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Without a rhythm, entropy takes over.

THE STRATEGY CASCADE

Frequency

3 YEAR VISION

↓

1 YEAR OBJECTIVES

↓

90 DAY ROCKS

↓

WEEKLY PULSE

THE 90-DAY 'ROCK'

PRIORITY #1: Launch New Revenue Engine
TIMEFRAME: Q1 (JAN - MAR)
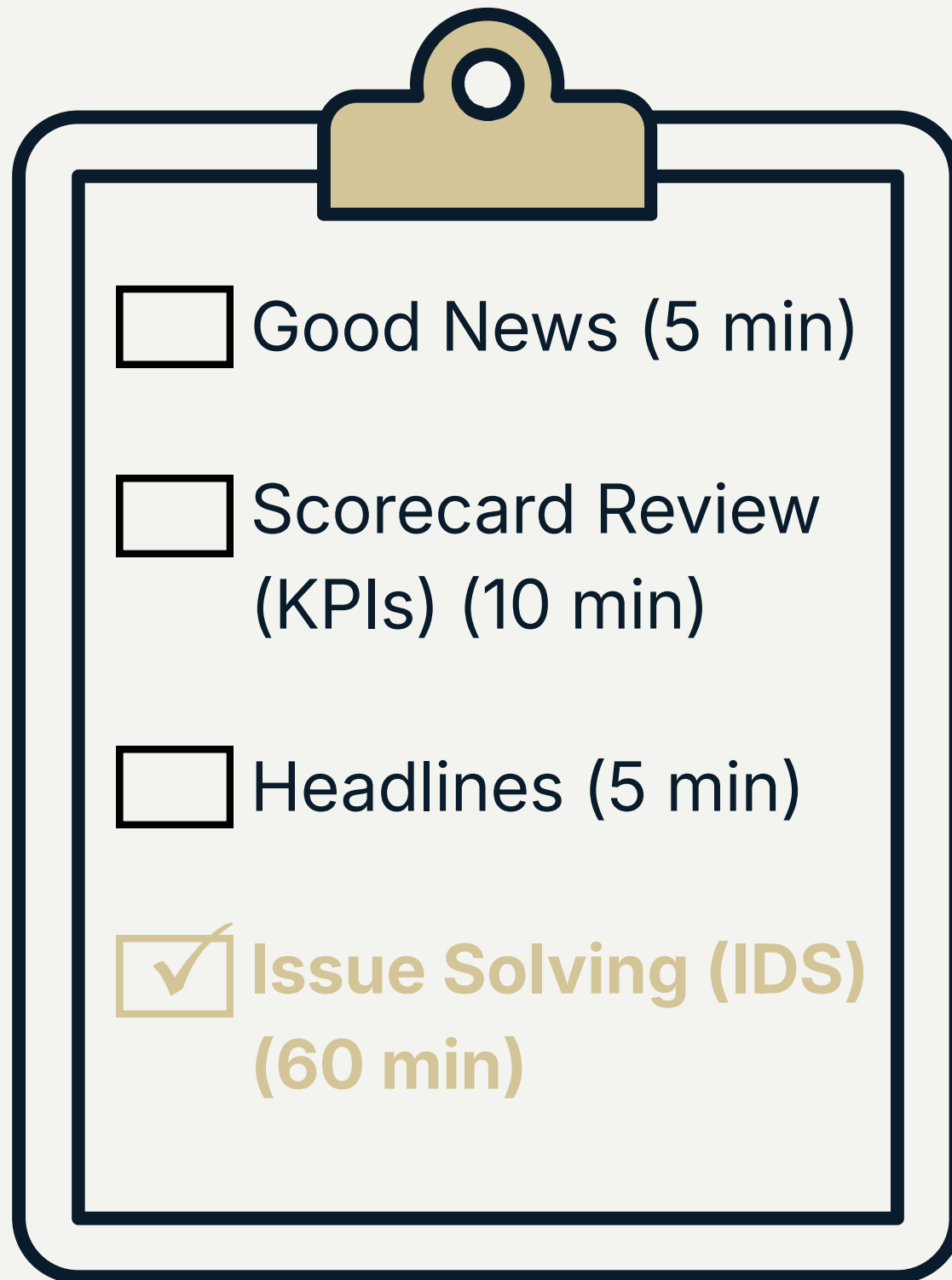✓**STATUS**: ON TRACK

Humans are terrible at estimating 1 year out.
We are **excellent** at estimating 90 days out.

The Rule:
- Pick 3-5 Priorities (Rocks)
- Everything else is noise
- If everything is a priority, nothing is

THE WEEKLY PULSE

☐ Good News (5 min)

☐ Scorecard Review (KPIs) (10 min)

☐ Headlines (5 min)

☑ **Issue Solving (IDS) (60 min)**

The goal of the meeting is not to update. It is to solve problems.

THE STRATEGY ON A PAGE (SOAP)

CORE VALUES:
- Integrity
- Accountability
- Innovation
- Velocity

10 YEAR TARGET

100M ARR &
50% EBITDA

1 YEAR PLAN
- New Product Launch
- Expand to EU Market
- Hire 10 A-players

90-DAY ROCKS
- Q3 Rev Engine Build
- Finalize EU Legal
- Ship v1 Product

STRATISIAN

Strategy.
Structure.
Scale.