

The Founder Planner

Page 1 of 3 - Quarter: set the one goal everything serves

Quarter: _____ Year: _____

Fill this in once per quarter. One goal, three measurable results, monthly milestones. Everything else is a distraction.

MY ONE GOAL FOR THE QUARTER

Specific + dated. If everything else fails, this ships.

Why it matters to the business (one line):

3 KEY RESULTS - HOW I WILL KNOW IT IS DONE

Numbers, not vibes. Score them every Friday.

KR1. _____ Target: _____

KR2. _____ Target: _____

KR3. _____ Target: _____

MONTHLY MILESTONES

What must be true at the end of each month?

Month 1: _____

Month 2: _____

Month 3: _____

PROJECTS THAT FEED THE GOAL

Max 5. Each gets a next action every week.

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NOT THIS QUARTER - PARKED ON PURPOSE

Good ideas that would dilute the goal. Revisit next quarter.

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Page 2 of 3 - Week: three outcomes, planned before Monday starts

Week of: _____

Fill in during your weekly review (30 min, fixed slot). Print one per week.

MY 3 OUTCOMES FOR THIS WEEK

Pulled from the quarterly page. Three, not nine.

1. _____
2. _____
3. _____

FOUNDER NUMBERS - 5 MINUTES

Revenue / cash / pipeline / one metric

Revenue vs target

Cash / runway

Pipeline moves

Metric I am moving

THE WEEK AT A GLANCE

One top-3 per day - outcomes first, inbox never

MON

top 3

1. _____
2. _____
3. _____

Notes: _____

TUE

top 3

1. _____
2. _____
3. _____

Notes: _____

WED

top 3

1. _____
2. _____
3. _____

Notes: _____

THU

top 3

1. _____
2. _____
3. _____

Notes: _____

FRI

top 3

1. _____
2. _____
3. _____

Notes: _____

SAT/SUN

top 3

1. _____
2. _____
3. _____

Notes: _____

WAITING ON OTHERS - CHASE LIST

Who / what / nudge by when

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Page 3 of 3 - Day: top 3 first, then the schedule, then everything else

Date: _____

Fill in the night before or over morning coffee - 5 minutes. Print a stack.

TODAY'S TOP 3

From the weekly page. Done = a good day, whatever else happens.

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____

SCHEDULE

6:00 _____

7:00 _____

8:00 _____

9:00 _____

10:00 _____

11:00 _____

12:00 _____

13:00 _____

14:00 _____

15:00 _____

16:00 _____

17:00 _____

18:00 _____

19:00 _____

20:00 _____

CAPTURE - TASKS & IDEAS

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Capture now, sort at the next review - never mid-task.

SHUTDOWN - 2 MINUTES BEFORE YOU CLOSE THE LAPTOP

Score the day, set tomorrow's first move

Top 3 done: 3 / 2 / 1 / 0 One thing that moved the business today: _____

Tomorrow's first move (the first 60 minutes): _____