

IRONAXIS

BUSINESS GROWTH PARTNERS

ILLUSTRATIVE CLIENT SAMPLE

90-Day Impact Plan

A practical executive roadmap built from a structured Business Performance Assessment.

PREPARED FOR

Northstar Field Services

Illustrative regional service company

ASSESSMENT OUTPUT

Executive findings | Priority map | 13-week action plan | KPI scorecard

This fictional example demonstrates the format and level of clarity a client can expect. It contains no real client data.

What matters most now

Northstar has strong demand and capable people, but growth is increasing variation in scheduling, handoffs, and management visibility.

01

Planning rhythm

Weekly priorities change without a single operating review, creating rework and slow escalation.

02

Job handoffs

Sales-to-operations handoffs rely on memory, leaving scope and readiness gaps.

03

Margin visibility

Leaders see revenue quickly, but job-level margin and rework signals arrive too late.

DIRECTIONAL BASELINE SIGNALS

68%

jobs started on planned date

9 days

average estimate-to-schedule lag

4.6%

rework as a share of labor hours

Monthly

management performance review

EXECUTIVE CONCLUSION

Do not add more software first. Establish one operating cadence, one handoff standard, and a small KPI set before expanding tools or headcount.

The four highest-value moves

INITIATIVE	IMPACT	EFFORT	OWNER
01 Install a weekly operating review Use one agenda, exception list, and action register every Tuesday.	High	Low	GM
02 Standardize sales-to-ops handoff Require scope, access, materials, and acceptance criteria before scheduling.	High	Medium	Sales + Ops
03 Launch job margin pulse Review estimated vs. actual labor and material variance each week.	High	Medium	Finance
04 Create supervisor escalation rules Define which issues are solved locally and which reach leadership within 24 hours.	Medium	Low	Operations

SEQUENCING RULE

Build the management rhythm first. It becomes the mechanism for implementing and sustaining the remaining three priorities.

From diagnosis to operating habit

WEEKS 1-4

Stabilize

- 1 Name initiative owners and success measures
- 2 Launch the weekly operating review
- 3 Document the current handoff and margin process
- 4 Capture the first baseline data

WEEKS 5-8

Standardize

- 1 Pilot the handoff checklist on live work
- 2 Publish supervisor escalation rules
- 3 Start the job margin pulse
- 4 Resolve adoption barriers in the weekly review

WEEKS 9-13

Sustain

- 1 Audit use of the new standards
- 2 Coach owners on exceptions and follow-through
- 3 Compare KPIs to the baseline
- 4 Set the next 90-day priorities

DAY 90 DECISION

Keep, strengthen, or replace each new operating practice based on observed adoption and KPI movement - not opinion alone.

A small set leaders can actually use

MEASURE	TARGET	OWNER	SOURCE	CADENCE
Planned-start reliability	>= 90%	Ops	Schedule	Weekly
Estimate-to-schedule lag	<= 5 days	Sales	CRM	Weekly
Labor variance	+/- 5%	Finance	Job costing	Weekly
Rework labor share	< 2.5%	Quality	Time codes	Weekly
Open actions overdue	< 10%	GM	Action log	Weekly
Handoff checklist use	>= 95%	Sales + Ops	Job file	Biweekly

NEXT EXECUTIVE REVIEW

Tuesday, 9:00 AM | 45 minutes | General Manager facilitates

Review exceptions, decide corrective actions, confirm owners and dates, then close with the three most important commitments for the next seven days.

Illustrative only. Actual findings, targets, owners, and recommendations are determined through client discovery and assessment evidence.