

LESSON PLAN 2

YOUR 90-DAY PLAN

Module 5: Social Entrepreneurship Strategies & Management

Turning strategy into measurable priorities, with a risk and mission check before you act

Activity Focus and Goals:

- translate the theory of change into one clear priority for the next quarter
- replace vague intentions with measurable key results
- share responsibility and fix a review date
- check every priority against risks and the mission before investing time and money
- build a habit of reviewing progress every 90 days

Materials Needed:

- 90-Day Plan Worksheet (below)
- completed Theory of Change Worksheet (Lesson Plan 1)
- notes from Slides 16–17, 26–27, 31 and 35
- pen and paper, digital notes or a calendar

Learning Objectives:

Participants will be able to:

- choose one strategic objective linked to an outcome in their theory of change
- write three measurable key results
- assign an owner and a deadline to each key result
- identify the biggest risk to the plan and one action to reduce it
- apply a simple mission test before committing resources

Structure and timing of the activity: In groups (3 – 5 people) or individually:

Step 1 (10 min): Choose one objective

Look at your theory of change and your Strategy Snapshot (Slide 35). Choose ONE objective for the next 90 days: short, motivating and linked to an outcome. For example:

- “Turn our pilot into a regular paid offer”
- “Secure a second income stream”
- “Start measuring outcomes, not only attendance”

Step 2 (15 min): Write three key results

Key results are numbers or dates that prove the objective is reached. Each one should be measurable, within your influence, and ambitious but realistic. For example: “8 paying participants per session by month 3”, “1 partner agreement signed”, “feedback collected from every participant”.

Step 3 (10 min): Owners and dates

For each key result, name who is responsible (even if it is you) and a deadline. Put the review date in your calendar now.

Step 4 (10 min): Risk and mission check

Using Slides 26–27, ask: what could stop this plan, and what is one action to prevent it? Then the mission test: does this objective serve my target group, and would I still do it if money were not involved? Adjust the plan if needed.

(Self) assessment:

- ✓ Is my objective linked to an outcome in my theory of change?
- ✓ Can each key result be measured with a number or a date?
- ✓ Does every key result have an owner and a deadline?
- ✓ Have I named my biggest risk and one action?
- ✓ Does my plan pass the mission test?

Resources and useful materials:

- Slide 23 (Activity 2: Your 90-Day Plan) and Slide 35 (Your Strategy Snapshot)
- Slides 16–17 (revenue model, budget), 26–27 (mission, risk) and 31 (measuring impact)
- Doerr, J. (2018), Measure What Matters: the OKR method
- Trello or Google Sheets to track key results weekly (Slide 25)

Notes, comments, recommendations for users (trainers/ learners):

- Fewer is better: one objective, three key results. If everything is a priority, nothing is.
- Reaching about 70% of an ambitious key result is a good result. Review, learn and adjust.
- Trauma-informed tip: plan around real-life constraints such as care duties, energy and other jobs. A small plan that gets done builds more confidence than a big plan that is abandoned.
- Self-learners: share your plan with one person who will ask you about it on your review date.

WORKSHEET

90-DAY PLAN

Plan element	What exactly?	Owner	Deadline	Status at review
Objective				
Key result 1				
Key result 2				
Key result 3				
Biggest risk → my action				
Mission test: does this serve my target group?				
Review date				