

30-60-90 PLAN

Director of Operations

When developing your new team member's 30-60-90 plan, focus on what the goal is and how you will measure the team member's achievements. Identify targets for the team member that will facilitate success in the role and on your team. Feel free to consult the job description and KWConnect tools for ideas. Focus on SMART goals:

- ✓ **Specific:** Clearly define what you are going to do.
- ✓ **Measurable:** Establish concrete criteria for measuring progress toward the attainment of each goal you set.
- ✓ **Achievable:** Goals should be challenging but a match to the knowledge and skills of the employee.
- ✓ **Repeatable:** The action or goal can be completed on a repeated basis.
- ✓ **Timely:** A commitment to a deadline helps a team focus their efforts on urgent tasks first.

30-Day Goals

- € Budget: Research and document all current Hub expenses
- € Communications: Chart out current operational communications lines (*who goes to who for what*)
- € Transaction Support: Map out the transaction from the client and Expansion Business perspective
- € Lead Generation: Document current centralized lead generation programs
- € Documentation: Evaluate current state of operations and launch manuals and draft a creation plan
- € Download Kelle

60-Day Goals

- € Budget: Create Hub budget and compare it to actual results
- € Communications: Identify specific opportunities for more efficient communication
- € Transaction Support: Track how long each transaction takes and create best practice metrics
- € Lead Generation: Create tracking system for centralized lead generation systems (with Director of Lead Generation)
- € Documentation: Create operations manual outline

90-Day Goals

- € Budget: Create spreadsheet tracking ROI of top expenses
- € Communications: Create an internal satisfaction survey
- € Transaction Support: Track best practice metrics across Expansion Businesses to identify comparison points
- € Lead Generation: Track success of centralized lead generation programs
- € Documentation: Finish a draft of the operations manual

Team Member Name:	
Leader Name:	
30-Day Goals Completed:	
60-Day Goals Completed:	

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90-Day Goals Completed:	
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