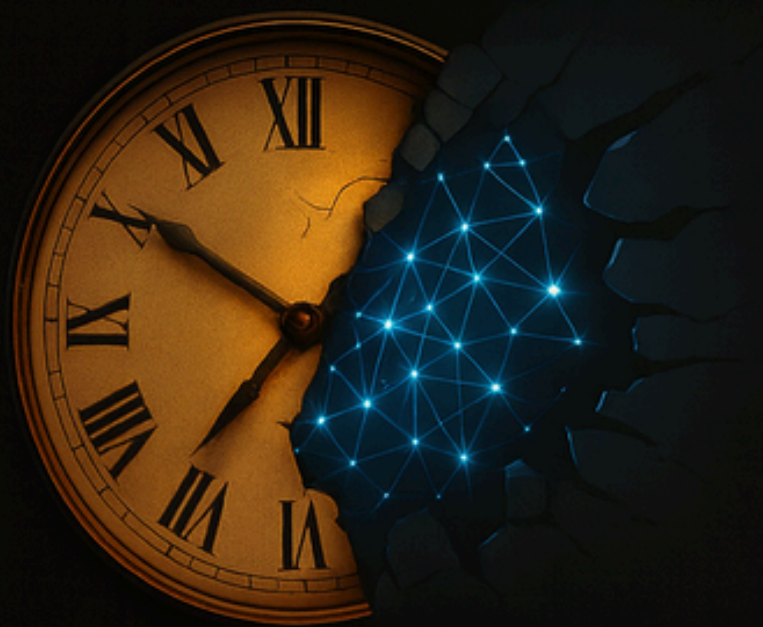


ANNUAL PLANS ARE DEAD

The AI-Ready 6-Month Compass &
90-Day Sprints for Visionary Leaders



WILLIAM POETT

Founder, The Impact Forge Leadership Academy

YOUR 5-YEAR PLAN IS OBSOLETE. YOUR NEXT 6 MONTHS ARE EVERYTHING.

Annual plans expire mid-flight.
AI is compounding on near-six-month
cycles. The leaders
who win don't predict
the future: they
out-iterate it.

Promise: ruthless clarity,
aligned energy,
relentless execution.

Recalibrate. Realign. Relentlessly execute.

Lead What's Next.

SECTION 1 — THE STRATEGIC IMPERATIVE

WHY ANNUAL PLANNING FAILS (and What Replaces It)

Volatility outruns annual cycles. By month six, yesterday's plan is today's drag.



The 6-Month Compass.

Choose the vital 3-5 priorities that steer through disruption.

90-Day Sprints. Translate priorities into measurable objectives and key results.

Quarterly Review, Mid-course corrections prevent year-long drift.

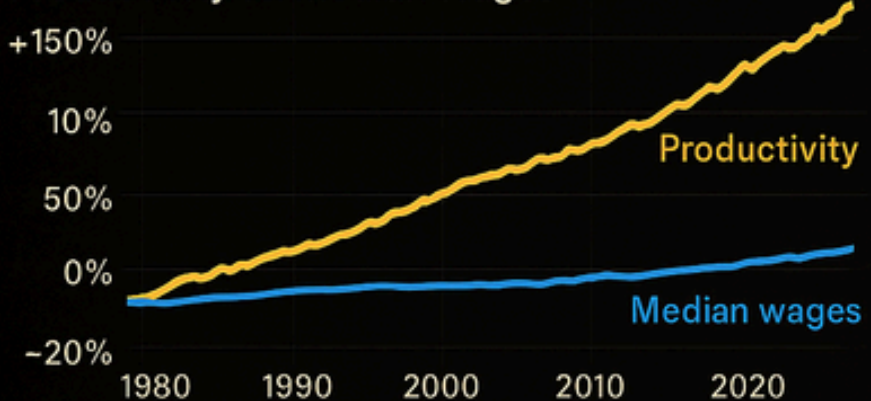
„Clarity + cadence beats prediction. Recalibrate every 6 months. Execute every 90 days.“

STRATEGIC CONTEXT: THE GREAT DECOUPLING

The old social contract is broken. Since the late 1970s, productivity rose dramatically while median wages barely moved. AI widens the gap by automating not just manual work, but cognitive work.

- Productivity surges, typical wages stagnate.
- Gains concentrate among capital owners and rare skill holders.
- Without new operating models, organizations bleed trust and time.

Productivity vs. Median Wages



(Source: Economic Policy Institute / BLS / MIT)

THE COVENANT: ONE DAY. A NEW REALITY.

By the end of our work together, your leadership team will not just have a plan. You will have a shared, unshakeable reality.

- You will have **RUTHLESS CLARITY**: The 3-5 vital priorities that will define your success, forged into a 6-Month Strategic Compass.
- You will have **UNSTOPPABLE MOMENTUM**: A battle-ready 90-Day Execution Plan that your team can start on tomorrow,
- You will have **AN AI-POWERED ADVANTAGE**: A toolkit of prompts and automations to turn your team's intuition into data-driven insight.
- You will have **RADICAL ALIGNMENT**: A communication cadence that eliminates drift, resolves conflict, and turns your culture into a competitive weapon.



This is the operating system for winning in a VUCA world.

Speed Wins. Clarity Sustains.

The Cadence of Elite Teams in a VUCA World

Elite teams don't work from static annual plans. They operate on a strategic cadence designed for rapid adaptation.



6-Month Strategic Compass

sets the direction, priorities, and success metrics.



90-Day Sprints

turns strategy into focused execution cycles.



Weekly Alignment Meetings

keep execution tight, remove blockers fast.



Midpoint Reviews

pivot or double down based on results.



The cadence is fast enough to match reality, but structured enough to prevent chaos. In the age of AI acceleration, this is the only pace that works.

PROOF IN PRACTICE

IMAGINE A NEW PARADIGM:



MINI CASE FLASH 1 TECH NONPROFIT

A global nonprofit struggling with donor engagement implemented 6-Month Compass. In six weeks, they reallocated 20% of their budget to digital initiatives, increasing donor retention by 38% in the next quarter.



MINI CASE FLASH 2 MANUFACTURING LEADER

A mid-market manufacturer replaced their outdated annual planning process with 90-day sprints. The result: a 25% reduction in operational delays and the fastest product launch in company history.



MINI CASE STARTUP SAAS STARTUP

Facing investor pressure, a SaaS startup used the 6-Month Compass to identify and focus on a single “survival metric.”

THE FUTURES:

THE COST OF CONFUSION vs. THE POWER OF CLARITY



The Future of Confusion (The Default Path):

Your best people will bleed out, chasing clarity and purpose elsewhere.

Your meetings will multiply while your momentum flatlines.

Your competitors, armed with AI and agility, will not just pass you; they will make you irrelevant.

Confusion is a quiet bankruptcy.



The Future of Clarity (The Forged Path):

Your team will operate with the calm confidence of an elite special forces unit.

Decisions will be fast and intelligent.

Resources will flow to what matters.

You will not just react to the future: you will create it.

Clarity is the ultimate unfair advantage.

THE 6-MONTH COMPASS

This is not a plan you print and forget. It's a living, adaptive leadership framework that:

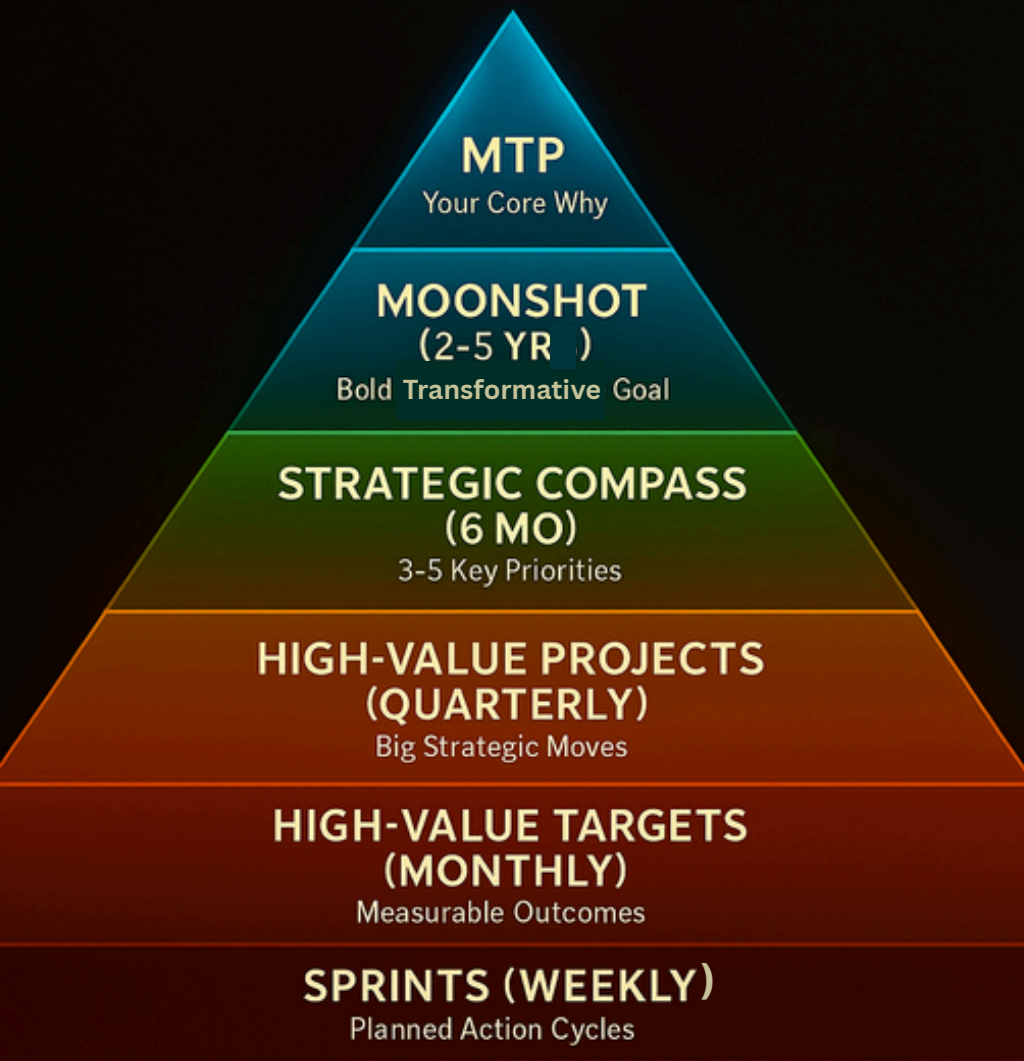
- Aligns long-term vision with short-term execution.
- Creates a culture of agility, accountability, and continuous learning.
- Integrates human creativity with AI-driven insight for exponential results.



The Compass tells you where to go next. The Pyramid ensures you get there.

FORGEIQ STRATEGIC ALIGNMENT PYRAMID

The architecture every 6-month Compass is built on.



CLARITY. FOCUS. EXECUTION. ALIGNMENT.

ENVIRONMENTAL SCAN

SEE THE WHOLE FIELD BEFORE
YOU MAKE YOUR MOVE



THIS IS THE ARCHITECTURE EVERY
6-MO COMPASS IS BUILT ON

OTSW: THE AGILE LEADER'S SWOT

FLIP THE OLD MODEL.
SEE THE FUTURE FIRST.

MOST LEADERS START SWOT
WITH STRENGTHS.
THAT'S A MISTAKE.

A STRENGTH ONLY MATTERS
IF IT'S RELEVANT TO TODAY'S BATTLEFIELD.

"UNDERWATER DEMOLITIONS ARE USELESS
IN THE CAVES OF AFGHANISTAN." — WILLIAM POETT

THE OTSW ADVANTAGE

OPPORTUNITIES – SEIZE THE OPENINGS WORTH CHASING NOW

THREATS – NEUTRALIZE THE RISKS THAT COULD SINK YOU

STRENGTHS – DEPLOY ONLY WHAT WINS IN THIS TERRAIN

WEAKNESSES – CLOSE THE GAPS THAT MATTER MOST

AGILITY MEANS FACING THE FIELD,
NOT POLISHING THE TROPHY CASE.



THE BRIDGE BETWEEN INSIGHT AND ACTION

THE CLARITY MAP DISTILLS YOUR
ENVIRONMENTAL SCAN AND OTSW INTO
A SINGLE-PAGE VISUAL.



ENVIRONMENTAL
SCAN



OTSW



CLARITY MAP



TOP 3 INSIGHTS

The big truths you
can't ignore



STRATEGIC IMPLICATIONS

How those truths
shape your next moves



IMMEDIATE PRIORITIES

The first things you
must address in the
next quarter

THIS IS THE CONNECTIVE TISSUE
BETWEEN ANALYSIS AND STRATEGY.

MISSION & PURPOSE (MTP) WORKSHEET

THE ONLY STRATEGY WORTH HAVING STARTS WITH WHY

What would we fight for even if it never made us a dollar?

What impact would make our work worth our lives?

WORKSHEET PROMPTS:

■ OUR MTP STATEMENT:

One bold, inspiring sentence that defines our reason for existing.

■ CORE VALUES IN ACTION:

List your top 3 values and how they show up in daily decisions.

■ IMPACT VISION:

Describe the world as it will be when your MTP is fully realized.

Your MTP is not fluff. It is the forge where every decision must be tested.

TESLA To accelerate the world's transition to sustainable energy.

TED To spread ideas.

patagonia We're in business to save our home planet.

Your MTP is not fluff. it is the forge where every decision must be tested.



SET A TARGET THAT SCARES YOU

(IN THE BEST WAY)

Moonshots:

- Are clear, measurable outcomes — not vague aspirations.
- Ignite ambition and creativity across your team.
- Serve as the gravitational force pulling every decision into alignment.

Example Format:

By December 2028, we will be the #1 provider of AI-enhanced leadership systems in North America, impacting over 1 million leaders annually.

Your moonshot is the beacon your 6-month compass points toward.



WIN THE NEXT SIX MONTHS TO OWN THE NEXT FIVE YEARS

Set Your 6-Month Strategic Compass

The 6-Month Strategic Compass includes:

- **3–5 Strategic Objectives:** The must-win battles that will move you toward your moonshot.
- **Key Results:** Clear metrics for each objective.
- **Primary Risks:** The most likely obstacles – named and neutralized.
- **Owner & Accountability Rhythm:** Who's on point and how progress will be tracked.

**THIS IS THE HEARTBEAT OF
THE ENTIRE PLAYBOOK**

POWER FOLLOWS FOCUS

— AND FOCUS DEMANDS ALIGNMENT



Ask:

- Do we have the right people in the right roles?
- Do we have the budget and tools we need?
- Is leadership energy aligned, or are we pulling in different directions?

Pro Tip: Kill or postpone all projects not directly tied to your 6-month objectives. **Distraction is the death of momentum.**

RISK & RESILIENCE AUDIT

(PREMORTEM)

PLAN TO WIN BY PLANNING FOR WHAT COULD GO WRONG.

The premortem flips the usual optimism bias by asking:

“It’s six months later and our strategy has failed—what happened?”

“How can we prevent it now?”



WORKSHEET ELEMENTS:

- Top 5 failure scenarios
- Early warning signs
- Prevention strategies and backup plans.

LEAD WHAT'S NEXT.



SPEED WITHOUT STRATEGY IS CHAOS. STRATEGY WITHOUT SPEED IS DEAD.

Your 90-day plan is where vision meets action:

- Break each 6-month objective into a 90-day target.
- Define Key Actions for each target.
- Assign owners and deadlines.



Pro Tip: Three clear priorities per quarter is the sweet spot. More than that = diffusion of effort.

THE WEEKLY SPRINT BOARD

IF IT'S NOT VISIBLE,
IT'S INVISIBLE.



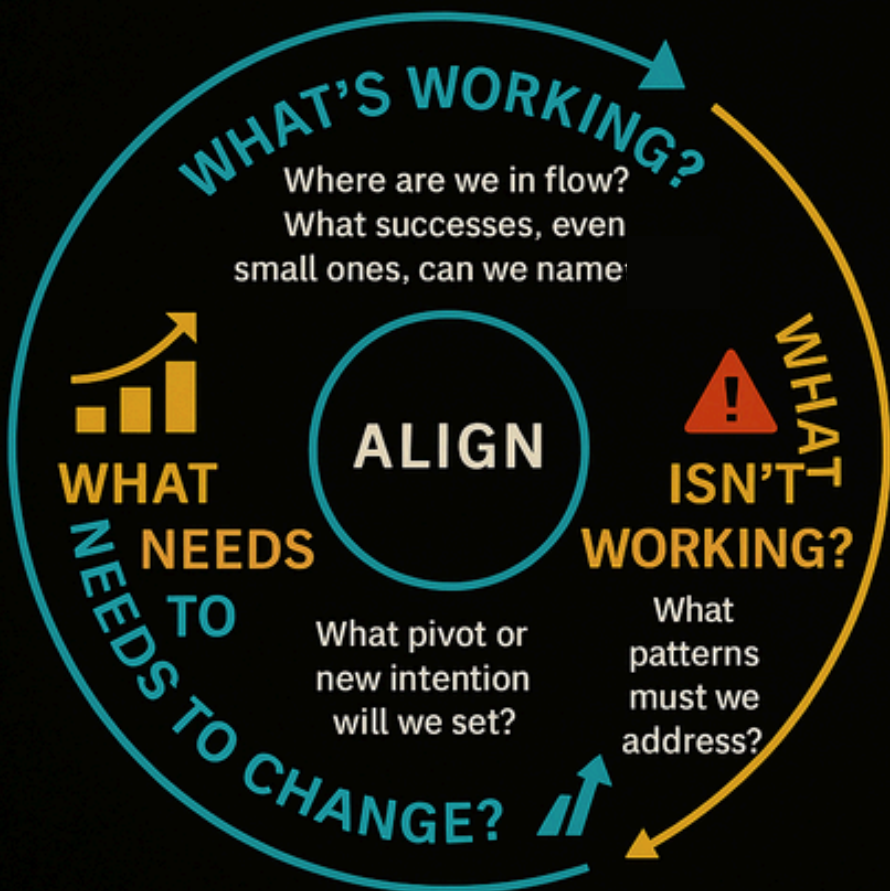
Weekly Sprint Boards **RADICAL CLARITY**

- Columns: TO DO → IN PROGRESS → DONE.
- Cards: One task per card, owner clearly listed.
- Stand-Up Rhythm: 15 minutes every Monday – celebrate wins, clear blocks, recommit **priorities**.

THIS IS YOUR TACTICAL OPERATING SYSTEM.
WITHOUT IT, EXECUTION DECAYS INTO BUSYWORK.

W.I.N REVIEW

THE HABIT THAT TURNS
DATA INTO DOMINANCE



PRO TIP: Never leave the review without a concrete next step, This is your real-time growth engine.

THE MIDPOINT REVIEW PROCESS

PAUSE, ADJUST,
ACCELERATE.

Halfway through your 90-day sprint:

- Check your targets — are they still relevant?
- Identify roadblocks — kill or adjust underperforming initiatives.
- Refocus energy on what's working.
- Celebrate micro-wins to keep morale high.

The midpoint review is where agility turns into competitive advantage.

YOUR 6-MONTH COMMUNICATION CADENCE

**Leaders repeat until you are bored
and then repeat some more!**

Your message must echo through the organization:

- Monthly All-Hands Compass Update.
- Weekly Team Sprint Syncs.
- Daily Leader's Signal (short, clear alignment messages).

When communication falters, alignment fractures.
Keep the signal strong.

"If every member of your team can't declare your MTP and their Quarterly and Monthly Targets, then you are not aligned. Train, train and then train some more!"

— William Poett

THE COMMANDER'S INTENT BRIEFING

CLARITY EMPOWERS AUTONOMY.

PURPOSE Why this mission matters.

KEY OBJECTIVES The non-negotiables.

BOUNDARIES What's off-limits.

END STATE What success looks like
in vivid detail.

When everyone knows the intent, they can
adapt intelligently when plans meet reality.



Magic happens when Attention, Intention,
Actions and Purpose are aligned.

THE CLARITY CHECK SURVEY

IF YOU DON'T MEASURE
ALIGNMENT, YOU'RE LEADING BLIND.

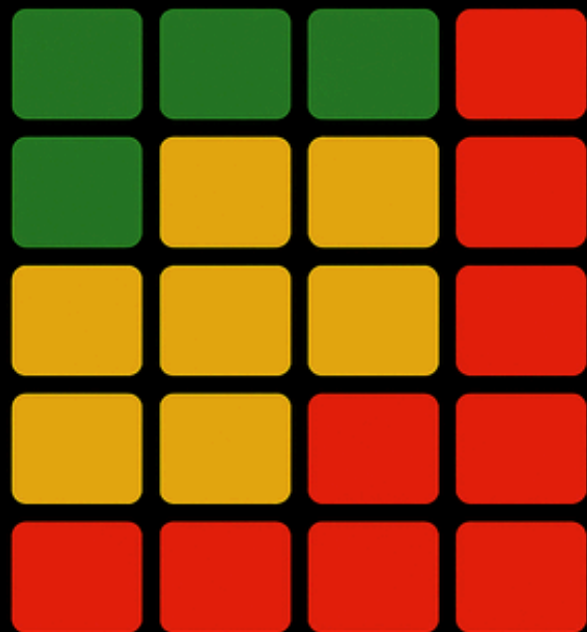


The Clarity Check is a 5-7 question pulse survey:

- Do team members understand the vision and priorities?
- Can they articulate their role in achieving them?
- Do they know how success is measured?
- Are they confident in the plan's feasibility.

**RUN THIS SURVEY PRE-LAUNCH, MID-SPRINT, AND
AT COMPLETION TO TRACK ALIGNMENT DRIFT.**

VISUALIZE PROGRESS, ELIMINATE SURPRISES



- **ON TRACK – SUSTAIN MOMENTUM**
- **AT RISK – FOCUS RESOURCES HERE**
- **OFF TRACK – DECISIVE ACTION REQUIRED**

UPDATE WEEKLY. SHARE WITH LEADERSHIP
AND PROJECT OWNERS TO KEEP EVERYONE
HONEST.

THE ROI OF SPEED & CLARITY

EVERY MISALIGNED QUARTER
IS A COST YOU CAN'T RECOUP.



A single quarter of misalignment can cost millions in lost opportunities, wasted payroll, and missed market windows.

- AI-driven competitors move 3–5x faster — clarity is your only defense.
- Implementing the 6-Month Compass compresses decision cycles, removes ambiguity, and accelerates results.

YOUR COMPASS IS BUILT. LET'S FORGE THE MAP.

The old world of strategy is gone. The era of the 6-Month Compass is here. You have seen the framework. You understand the stakes.

The only remaining question is speed.

You can walk the path alone with this playbook. Or you can run, guided by experts who have forged this process in the fires of real-world leadership.

If you believe that a single day of perfect, team-wide alignment is worth more than a quarter of hopeful confusion, then your choice is clear.

BOOK YOUR 1-DAY FORGEIQ STRATEGIC SPRINT INFORMATION CALL.

<https://calendly.com/william-impactforge///30min>



If you want to collapse weeks of planning into one day and walk away with a battle-ready strategic plan — with the team's buy-in **locked** — book your ForgeIQ Strategic Sprint Call now.

THE FORGE IS YOURS.

You've taken the first steps.

You've felt the spark.

You've seen what's possible when clarity, courage,
and creativity align.

Now the question isn't if you're ready.

It's what will you create next?

The future does not belong to those who wait.

It belongs to those who forge.

**STAY IN THE FIRE. KEEP CREATING.
LEAD WHAT'S NEXT.**

CONTINUE YOUR JOURNEY:

- Join the **Reforged leadership community** for daily inspiration and tools.
- Step into the **ForgeIQ Accelerator** and bring your boldest vision to life.
- Download your **Chaos-to-Flow Archetype Scan** and keep your momentum unshakable.

LEAD WHAT'S NEXT.

