

From Good Idea to Actual Results

A 30-day action plan for testing one promising change.

CHAPTER 11 / 30-DAY ACTION PLAN

You don't need to overhaul your business in 30 days. Pick one problem, borrow or adapt an idea, and run a small experiment. Look for early evidence - not a final verdict.

SEE IT IN ACTION

The Leader Who Couldn't Let Go

An owner of a growing service business realizes that project approvals keep landing on her desk. Even routine customer requests wait until she has time to respond. Her first instinct is to hire another manager.

THE DISCOVERY

During a conversation with a peer in manufacturing, she hears about a simple decision-rights guide: which decisions employees own, which require consultation, and which truly need approval. She realizes her team has never been given those boundaries.

THE PILOT

She chooses one customer service team and one type of routine request. For 30 days, the team can make those decisions within clear limits, escalating only exceptions.

THE SIGNALS

She compares approval requests and turnaround times against the previous month, while watching for errors and customer complaints. A decline in escalations without a rise in mistakes would be encouraging - not proof that the whole problem is solved.

TAKEAWAY: Test one small change. Measure the signals. Learn before you scale.

01 What's one problem worth tackling?

Choose a specific problem small enough to investigate - not solve completely - in 30 days.

02 What's one promising idea to test?

What have others tried? What could you borrow and adapt to your situation?

03 What would early progress look like?

Name one or two signals, and how you'll capture a baseline before the pilot.

Your 30-Day Pilot

Small test. Useful evidence. Better decisions.

CHAPTER 11 / 30-DAY EXECUTION ROADMAP

DAYS 1-7

Identify & Prepare
Define the problem, scope a small pilot, assign an owner, and capture a baseline.

DAYS 8-14

Pilot
Try the approach on a limited scale. Observe what happens and collect feedback.

DAYS 15-21

Measure & Learn
Compare early signals with your baseline. Note surprises, obstacles, and side effects.

DAYS 22-30

Evaluate & Decide What's Next
Review the evidence. Decide what deserves more time or a revised test.

YOUR PILOT PLAN

WHEN	SPECIFIC ACTION	OWNER
Days 1-7		
Days 8-14		
Days 15-21		
Days 22-30		

WHAT DID THE FIRST 30 DAYS TELL YOU?

- 04

What signals suggest progress - or lack of it?
Compare with the baseline. Include evidence that challenges your assumptions.
- 05

What will you test or change in the next 30 days?
More time, a revised pilot, a different measure, or another approach?

Thirty days isn't a deadline to solve the problem.
It's a deadline to stop guessing and start learning.