112 Hope Aint A Plan

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/112-hope-aint-a-plan-2/

The Demand

Write down the one decision sitting in front of you right now that you have been calling a situation. One sentence. What are you actually deciding — not the background, not the context, the decision. Then answer the four questions for it: how will you succeed, what happens this week to move it forward, what are the conditions that make it work or don't, and how will you know you're making honest progress. That is not a planning session. That is the first rep of a planning discipline. The operator who does it once discovers it works. The operator who does it on cadence builds a business worth running.

The Work

Write down the one decision sitting in front of you that you've been calling a situation, not a decision:
One sentence — what are you actually deciding:
How will you succeed?
What happens this week to move it forward?
What are the conditions that make it work or don't?
How will you know you're making honest progress?