


30/60/90 day plan

▼ How to use this template

Write a 30/60/90 day plan with new team members to help them onboard successfully.

You can also easily share this page with your team [via](#)  [Share by Web](#)

This template utilizes Cards to make it more visual - [learn more about cards here](#).

▼ Tips on how to create a 30/60/90 day plan

Creating a 30/60/90 day plan can help you achieve your work goals.

This type of plan can also help you stay on track and avoid getting sidetracked.

Here's how to create a 30/60/90 day plan:

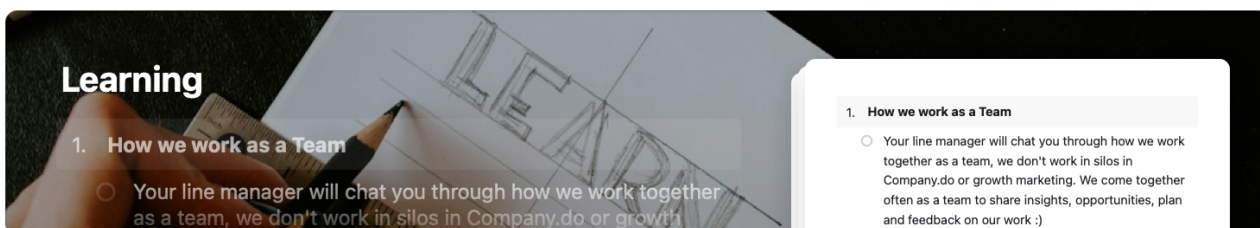
1. Set your goals. Decide what you want to accomplish in the next 30, 60, and 90 days. Write down your goals and refer to them often.
2. Create a timeline. Once you know what you want to achieve, create a timeline for each goal. This will help you stay on track and ensure that you're making progress.
3. Make a plan. Once you have your goals and timeline, it's time to create a plan of action. What steps do you need to take to achieve each goal? Who will you need to talk to? What resources do you need?
4. Take action. The most important part of any plan is taking action. Don't just sit on your hands and wait for things to happen – make them happen.
5. Evaluate your progress. Periodically check in on your progress and adjust your plan as needed. Are you on track? Do you need to make any changes?

Creating a 30/60/90 day plan can help you stay focused and achieve your work goals. By setting goals, creating a timeline, and making a plan, you'll be well on your way to success.

This is a 30/60/90 day plan, it is to give **overall direction** rather than a tick list of activities that need to be completed (but feel free to add a tick list too if that helps!). This plan will also be used to feedback progress and used in 1:1s to ensure you are getting all the support and information you need to **set you up for success at Company.do**.

30 Days

The goal of the first month is to achieve an in depth understanding of the product and the team, this will be achieved by onboarding sessions, using the product as well as through delivery. We are a delivery focused company.



Learning

1. How we work as a Team
 - Your line manager will chat you through how we work together as a team, we don't work in silos in Company.do or growth marketing. We come together often as a team to share insights, opportunities, plan and feedback on our work :)

Delivery

1. Marketing Design Research

Researching how we could set up our new marketing design team.

○ Competitor analysis

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○ Competitor analysis

| **Output:** Completed research docs

60 Days

Learning

1. Culture Training 1

Due to our diverse team across many countries and cultures it is essential we understand how to work and communicate with each other effectively.

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| **Output:** Attend Session

Delivery

1. Marketing Design Plans

You will be starting to understand the marketing design requirements we have at Company.do. This is to be your first iteration of planing how

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You will be starting to understand the marketing design requirements we have at Company.do. This is to be your first iteration of planing how we start to execute in this area.

| **Output:** Marketing design plan (1st iteration)

90 Days

Learning

1. Culture Training 2

| **Output:**

1. Culture Training 2

| **Output:**

2. Management Training 2

Delivery

1. Marketing Design Plans

You will have a greater understanding of our marketing design requirements we have at Company.do and will have been able to test

1. Marketing Design Plans

You will have a greater understanding of our marketing design requirements we have at Company.do and will have been able to test your first planning assumptions. This is to be your second iteration of planing how we start to execute in this area.

↑ 30/60/90 day plan

Learning

1. How we work as a Team

- ☐ Your line manager will chat you through how we work together as a team, we don't work in silos in Company.do or growth marketing. We come together often as a team to share insights, opportunities, plan and feedback on our work :)
- Team meetings
 - Weekly and daily updates
 - Growth Marketing Space

| Output: Attend session

2. Product

- ☒ ~~Deep dive into the product.~~
- ☐ Read our what's new updates on our website

| Output: Product Feedback document

3. Marketing so far

Sessions with your line manager to discuss previous marketing activities and channels.

- ☒ ~~3 month plan~~
- ☐ PR and awards
- ☐ Community
- ☐ App Store distribution
- ☐ In product comms
- ☐ Email marketing
- ☐ Marketing website
- ☐ SEO
- ☐ Partnerships

| Output: Completed sessions

4. Plans going forward

Sessions to discuss marketing plans and opportunities going forward. These will be a mix of sessions with your line manager, as well as sessions with the rest of the team to discuss their channel plans.

- ☐ Community plans
- ☐ Video Production plans
- ☐ Content
- ☐ SEO
- ☐ PR

| Output: Completed sessions

↑ 30/60/90 day plan

Delivery

1. Marketing Design Research

Researching how we could set up our new marketing design team.

- ☐ Competitor analysis

| Output: Completed research docs

2. Create Social Media Assets

Our social media assets are outdated and not aligned, this is a great way to understand our branding and design requirements.

- ☐ Competitor analysis

| Output: Completed social media assets

3. Create Email Marketing Assets

Our email marketing assets are outdated and not aligned, this is a great way to understand our branding and design requirements.

- ☐ Competitor analysis

| Output: Completed email marketing assets

↑ 30/60/90 day plan

Learning

1. Culture Training 1

Due to our diverse team across many countries and cultures it is essential we understand how to work and communicate with each other effectively.

| Output: Attend Session

2. Leadership Training 1

As a manager in Company.do it is important to ensure you are aligned with how we engage and lead teams. In this first session you will be taught overall concepts and how we have applied these to create our own framework.

| **Output:** Attend Session

3. Remote Working Training

In this new world, working together has changed forever; we discuss overall concepts for remote working and the framework we have applied for Company.do.

| **Output:** Attend Session

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Delivery

1. Marketing Design Plans

You will be starting to understand the marketing design requirements we have at Company.do. This is to be your first iteration of planing how we start to execute in this area.

| **Output:** Marketing design plan (1st iteration)

2. Assets for Video Production

Our video production assets are outdated and not aligned, this is a great way to understand our branding and design requirements.

☐ Competitor analysis

| **Output:** Completed social media assets

3. Marketing Website Refresh

Our marketing website is needing a design refresh, it is important to ensure all design is aligned across the website.

| **Output:** Plans for the marketing website design refresh

↑ 30/60/90 day plan

Learning

1. Culture Training 2

| Output:

2. Management Training 2

| Output:

3. Communication Training 2

| Output:

↑ 30/60/90 day plan

Delivery

1. Marketing Design Plans

You will have a greater understanding of our marketing design requirements we have at Company.do and will have been able to test your first planning assumptions. This is to be your second iteration of planing how we start to execute in this area.

| **Output:** Marketing design plan (2nd iteration)

2. Marketing Design Team Planning

You will have the context to start to plan the resourcing you will need in this area, this can be hiring into your team or working with freelancers and agencies.

| Output: Marketing design team plan (1st iteration)

3. Marketing Website Refresh

Prioritizing and executing the designs for the priority areas of the marketing website.

| Output: Executing on the first priority pages for the marketing website