STRATEGIC GAME PLAN

WHY THIS PLAY

Nothing is broken. Nothing is great. You've built something real: a good team, decent numbers, a stable business. But you've plateaued, and the urgency that got you here is gone. You're winning enough to be comfortable, not enough to be proud, and the gap between where you are and where you could be widens every quarter. This play trades comfortable for a clear next target.

THE CONCEPT: ONE PLAY AT A TIME

The Strategic Game Plan puts the whole thing on one page. Your Three-Year Declaration at the top: where you're taking this company. Your One-Year Goal below it: the single outcome that gets you closer. Five Key Drivers underneath: what has to get done to make it real. And at the bottom, one 30-Day Play the whole team runs this month. You don't run ten priorities. You run one play at a time, twelve of them across the year, toward one declared win.

THE STEPS

1. **Write down the one number that would change everything if it doubled in twelve months.** Revenue per employee, close rate, profit margin. One number.
2. **Ask what single thing is preventing that number from moving.** That's your next play.
3. **Declare where you're taking the company in three years.** One sentence. A decision, not an aspiration.
4. **Name the one-year goal that moves you closest to it,** and the five key drivers that have to get done to hit it.
5. **Call your first 30-Day Play:** the most important driver to advance right now. Assign one owner. Run it for thirty days.

FIRST WIN: THE NEXT 7 DAYS

Name your one number this week and the one thing blocking it. That single answer is your first play, and it's the difference between another comfortable quarter and a moving one.

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THE ONE NUMBER

FIELD	YOUR ANSWER
The one number that would change everything	
If it doubled in 12 months	
The one thing preventing it	

STRATEGIC GAME PLAN · ONE PAGE

Three-Year Declaration	
One-Year Goal	

FIVE KEY DRIVERS

What has to get done this year to hit the goal. Must-haves, not nice-to-haves. Each one gets an owner.

#	KEY DRIVER	OWNER
1		
2		
3		
4		
5		

This month's 30-Day Play	
Play owner	

That's one rep. Want your whole team playing to one plan? **The Reps** installs the full FOSS Method in your company, step by step: your team owns their work and you get your time back. mattfoss.com/reps →

Not sure this is your play? Take the free 5-minute Score: mattfoss.com/score →

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