

FREE GUIDE

# The 90 Day Business Reset

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Stop reacting. Start leading.  
A practical guide to getting clear, focused  
and moving — in 90 days.

*Long enough to make a difference.*

*Short enough to create a ticking clock.*

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## WELCOME

## Before You Start — Read This.

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***If you picked up this guide, there's a good chance something in your business feels stuck, scattered, or just a bit too reactive right now.***

You're not broken. You're not behind. You're just in the weeds — and you haven't had the right structure to climb out of them.

This guide won't fix everything. What it will do is give you a clear-eyed framework to look at your business differently — and a starting point to build a 90-day plan that actually gets executed.

***"Working in 90-day blocks doesn't make life less busy — it makes the busyness make sense."***

— A client, after completing the 90 Day Clarity Plan

**What's inside:**

- Why 90 days is the sweet spot for real business progress
- The Harvard Value Stick — where profit actually hides
- Five places businesses find hidden cash (most owners miss at least three)
- The Above/Below the Line leadership framework
- The team and culture lever most businesses ignore
- Your 90-Day Reset Checklist to get started this week

***No fluff. No 80-page decks. Just the thinking that moves businesses forward.***

## SECTION 01

# Why 90 Days Is the Sweet Spot

***Most businesses plan in one of two ways — and both of them fail.***

The 12-month plan looks impressive on paper. But it's abstract, hard to act on today, and most teams have drifted away from it by February. There's no urgency. No clear starting point. No accountability rhythm that keeps it alive.

No plan at all means every week is reactive. You're busy — but busy isn't the same as moving forward. Busyness becomes an identity, and progress becomes accidental.

## 90 days works because:

1

**It's short enough to feel real.**

You can see the finish line. That creates urgency and focus that a 12-month plan simply can't.

2

**It's long enough to create real change.**

Meaningful shifts in culture, cashflow, and capability take time. 90 days gives you enough runway.

3

**It forces prioritisation.**

You can't fit everything into 90 days — which means you finally have to decide what actually matters.

4

**It creates a review rhythm.**

Every quarter becomes a reset. A chance to look up, recalibrate, and design the next 90 days on purpose.

5

**It matches how humans work.**

Sprints with defined endpoints create momentum. Open-ended timelines breed procrastination.

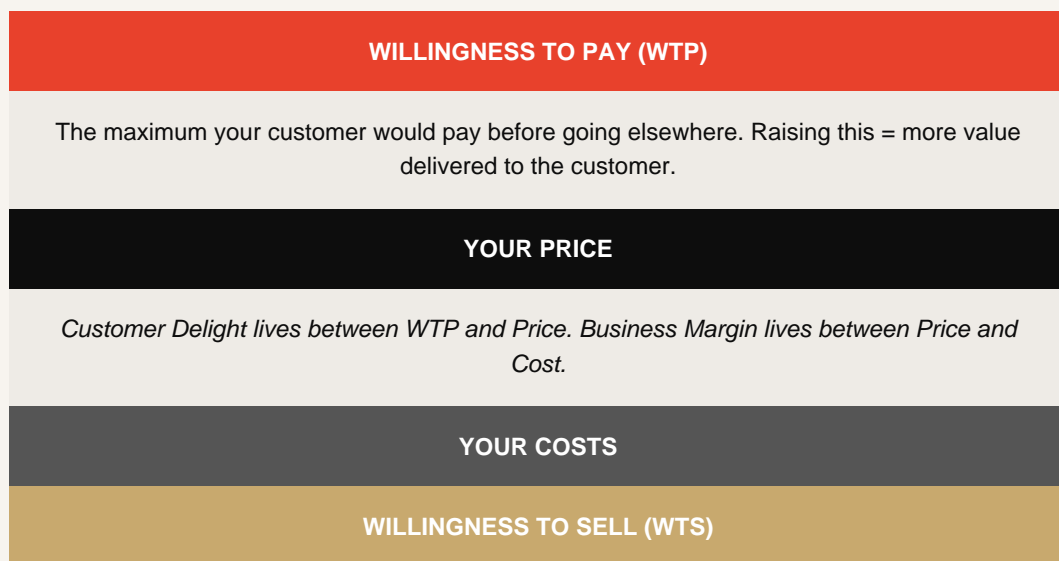
***The businesses growing fastest right now aren't waiting for conditions to improve. They're designing their next 90 days — on purpose.***

## SECTION 02

# The Harvard Value Stick: Where Profit Actually Hides

Harvard Business School teaches a framework called the Value Stick. It's one of the most useful lenses we apply when working with businesses — and most owners have never seen it.

The idea is simple: every business sits on a "stick" between two endpoints — what your customer is **willing to pay** at the top, and what your supplier is **willing to accept** at the bottom. Your profit lives inside that gap.



## What This Means for Your Business:

- **Raise WTP** — deliver more value, better experience, stronger brand, faster delivery, deeper expertise. When customers perceive more value, they pay more — and they stay.
- **Lower your costs** — not by cutting corners, but by eliminating waste, improving processes, and measuring what actually drives margin.
- **Raise your prices** — this is often the fastest lever available, and the most under-used. Most businesses haven't put their prices up since their costs went up.
- **Raise WTS strategically** — invest in your suppliers and your people so they want to keep working with you. Staff who are engaged and well-led are more efficient. Happy teams cost less than unhappy ones.

***Your 90-day plan should have at least one clear action against each of these levers.***

## SECTION 03

## Finding the Cash Behind the Couch

***Remember when the wallet was empty and there was one last place to check? Behind the couch. In most businesses — especially right now — there's money hiding in plain sight.***

Here are the five most common places we find it:

**1****Your prices haven't moved — but everything else has.**

When every supplier, contractor and utility has gone up and you haven't — you're taking a quiet pay cut every month. The story most owners tell themselves is that customers won't wear a price rise. In most cases, that story is wrong. You won't know until you test it.

**2****You're not measuring what matters.**

Wages as a % of revenue. Hours quoted vs hours billed. Gross profit by product. Quote conversion rates. You need 6 data points to see a trend. What gets measured gets noticed. What gets noticed gets managed.

**3****Your existing customers are a goldmine you're ignoring.**

Every person you've ever invoiced is sitting in your accounting software right now. Past customers. Cold customers. People who already trust you. The cheapest sale you'll ever make is to someone who has already said yes once.

**4****Your team culture is costing you real money.**

Poor communication, disengagement and unclear expectations aren't just uncomfortable — they're expensive. Rework, slow decisions, and high turnover eat margin quietly. Great culture isn't fluff. It's a commercial advantage.

**5****Complexity creep is draining your margin.**

Most businesses have at least one product, service or process that costs more to deliver than it returns. It made sense once. Now it's just habit. Sometimes the most strategic move available is to simplify.

***Business strategy isn't always about adding more complexity. Sometimes it's just about lifting the cushions and having a proper look underneath.***

## SECTION 04

# Above or Below the Line: Where Are You Leading From?

Every business has tough days. Cashflow tightens. Staff underperform. The inbox feels heavier than it should. In those moments, something important happens — leaders reveal where they operate from.

ABOVE THE LINE	BELOW THE LINE
Ownership Accountability Curiosity "What part of this am I responsible for?" The world is happening <b>for</b> you.	Blame Excuses Denial "There's nothing I can do." The world is happening <b>to</b> you.

## The question that cuts through everything:

*"How is this a problem for me right now?"*

When a challenge no longer belongs to you, you can't fix it — you can only complain about it.

Above the line isn't about being right. It's about where your energy flows. Below the line, time gets wasted defending the story. Above the line, time gets invested solving the problem.

The businesses that grow fastest aren't the ones with perfect conditions. They're the ones led by people who notice when they've dropped below the line — and consciously choose to come back above it.

## A practical tip:

Telling someone to "calm down" adds fuel. Try this instead: **"Hey — you're below the line right now."** Give your team the language and watch the conversations change.

## SECTION 05

# Your Team: The Lever Most Businesses Underestimate

*You can call your people "Team" every single day — and it means nothing if nobody knows the game plan.*

- x **Nobody knows the game plan.** Direction and priorities need to be explicit — not assumed.
- x **Nobody knows their position.** Clear roles and accountability prevent overlap, gaps and frustration.
- x **There's no scoreboard.** People need to know if they're winning. Feedback without data is guesswork.
- x **There's no shared language.** When people don't understand each other's communication styles, everything costs more.

## What great culture actually looks like:

It's not about what you call your people. It's about whether they understand what they're working toward, what their role in it is, and whether someone actually gives a damn about what they need to show up at their best.

### The questions most leaders skip:

- Do your people know what your business values actually mean in practice?
- Do you know what each person actually wants from working with you — growth, certainty, recognition, flexibility?
- When did you last ask for real feedback — and do people feel safe giving it?
- If your best person resigned tomorrow, would you be surprised?

*"I've been around a while, but this is the best staff session I've ever done."*

— Participant, Savage Strategy Co Team & Culture Day, NW Tasmania

Happy, aligned people are more efficient. They stay longer. They solve problems instead of creating them. Poor culture doesn't just feel bad — it costs real money.

## YOUR RESET TOOLKIT

Use this as your starting point. Honest answers here become the foundation of your plan.

### CLARITY

- I can describe what I want my business to look like in 90 days
- My top 3 priorities for this quarter are written down (not just in my head)
- I know what "winning" looks like for each priority
- My team could tell you what we're focused on this quarter

### CASH & VALUE

- I have reviewed my prices in the last 6 months
- I know my gross profit by product or service line
- I am measuring at least 3 key numbers regularly
- I have a process to stay in contact with past customers
- I know which products/services are most and least profitable

### LEADERSHIP

- I spend more time above the line than below it
- My team has the language and tools to hold each other accountable
- I am asking better questions instead of making assumptions
- I have had at least one real conversation with each team member this month

### TEAM & CULTURE

- My team knows the plan and their role in it
- I know what motivates each person on my team
- I have a process for regular, useful feedback (not just annual reviews)

■ I would describe my culture as intentional — not accidental

*More ticks = faster progress. More gaps = bigger opportunity.*

READY TO STOP GUESSING?

# Let's Build Your 90 Day Clarity Plan.

You've done the thinking. Now let's build the plan.

In one focused session, we work with you to build a custom 90-day roadmap — clear priorities, real actions, and a plan your whole team can follow. No fluff. No lock-in. Just clarity.

ONE SESSION

CUSTOM ROADMAP

90 DAYS OF CLARITY

One payment. Transformational ROI.

# \$500

Start with a free 15-minute chat.

[hello@savagestrategyCo.com.au](mailto:hello@savagestrategyCo.com.au)

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*Based on the NW Coast of Tasmania — working with businesses who are ready to back themselves.*