90 Day Plan

	Understand (30 Days)	Assess (60 Days)	Optimize (90 Days)
Systems & Processes	Learn what currently exists across stakeholder groups for reporting, analysis and Rhythm of the Business (business calendar)	Scope consolidation, optimization and define goals and objectives across key stakeholder groups	Propose 1st version of new business calendar, KPI benchmarks, analytics dashboard as single source of truth
Domain & Product	Immerse self in Product and Domain learning across all key business's/products	Scope business & product priorities, focus, and key gaps	Draft proposal on product focus aligned to business objectives, mitigation plan to address gaps and insight plans to discover new opportunity
Personal & Team Development	Define role and responsibility, agree KPI and 90-day S.M.A.R.T. plan	Team hiring needs, scope job descriptions, start hiring process	Complete 1st stage interview process. Define 1-year Objectives for self and to-be-hired team
Business Growth & Priorities	Listen to and document stakeholder priorities, Corporate goals	Asses the 'how' we get to goals/objectives with what is known at 30-60 days	Proposal of short/medium/long term growth and where Product Marketing adds value to drive product success

90 Day Plan – S.M.A.R.T. Plan (System & Processes)

	Learn what currently exists across groups in reporting, analysis and Rhythm of the Business (business calendar)		Scope consolidation, optimization and define goals and objectives across key stakeholder groups		Propose 1st version of new business calendar, KPI benchmarks, analytics dashboard as single source of truth	
Specific	Build understanding of the internal business calendar (Rhythm of the Business aka. RoB)	Build understanding of the internal analytical/reporting systems at present	Assess business needs for reporting	Define goals and objectives/KPIs across key stakeholder groups for reporting purposes	Propose aligned 'single source of truth' for reporting	Proposal for complete Rhythm of the Business calendar to match new growth/marketing team agenda
Measurable	Deliver one document with known RoB	Deliver one document with known reporting tools	Deliver one SWOT/Pro-Con-Conclusion doc for all tools in line with business needs assessment	Deliver one document with set of aligned objectives/KPIs across key stakeholder groups	Deliver one dashboard/scorecard proposal around which data sources can be inputs to pre-agreed KPI's	Deliver one defined business calendar of key meetings cross group
Achievable	Core information obtainable and already available from other stakeholders	Core information obtainable and already available from other stakeholders	Assessment is done based on what exists today	In interest of key stakeholder alignment	Scoping is achievable, tangibility to a dashboard would be TBC	With already good proximity of the team, value of such meetings will be understood (after pre-briefing given)
Relevant	Key to understand internal business cadence for planning, reporting, reviewing	Sources of measurement, are required to measure what we do	Assessment required to be able to make future proposal to meet business needs	Required to ensure what we are measuring and what success looks like cross group	An easy-to-use tool for measurement is always relevant	Important for key stakeholder groups to meeting formally to discuss the business performance and opportunity
Time-Bound	Within 30 days of start date	Within 30 days of start date	Within 30-60 days of start date	Within 60-90 days of start date	By 90 days of start date	By 90 days of start date

2

90 Day Plan – S.M.A.R.T. Plan (Domain & Product)

	Immerse self in Product & Domain learning		Scope business priorities & key gaps		Draft proposal to product focus	
Specific	Training on <Product Name>	Learn customer journey's	Take a walk in the client's shoes	SWOT on key products	Positioning documents for <Product Name>	Research proposal to build out on what's known and the known gaps
Measurable	Demonstratable ability to demo product in 30-60 days	Demonstrable ability to articulate basic CJ for each product	Meet/shadow six clients of Connect	Three SWOTS, one for each product line	One/two-page document with positioning framework and RTB	One plan based on customer-focus
Achievable	By spending time with product team for hands on training, based in London	CJ maps that currently exist (assumed) shared/walked through with me	Get sales/account managers to set up meetings at client's premises	With 60 days immersive learning and collaboration behind me	Output is a simple PPT slide(s)	Prioritize budget towards goal, in case of constraint, use form of direct-to-client methods
Relevant	<Product Name> is the key product in the portfolio, deep knowledge required	Closeness to the 'how' customers take their journey with <Product Name> paramount to own understanding/thinking	Being 'in-field' gives the context that quantitative insights can't give	View of SWOT across stakeholder's, key to alignment of challenges and opportunities cross group	Key to understand where product sits in market and customers mind. Does the product reality match or exceed the product promise?	You can never know enough about your clients. Deep insights are a lifeblood of PM
Time-Bound	Within 30 days of start date	Within 30-60 days of start date	Within 60-90 days of start date	By 60-90 days of start date	Within 90 days of start date	Within 90 days of draft plan approval

90 Day Plan – S.M.A.R.T. Plan (Personal & Team Development)

	Define role and responsibility, agree KPI and 90-day S.M.A.R.T. plan		Team hiring needs, scope job descriptions, start hiring process		Complete 1st stage interview process. Define 1-year Objectives for self and to-be-hired team	
Specific	Agree 90-day plan for self	Scope KPI's for future aligned measurement on what success looks like (PMM team)	Write Job Descriptions for each PPM role	Draft 1-year MBO (Management by Objectives)	Define team learning plan	PM Team charter
Measurable	One bought-into document from line manager based around S.M.A.R.T. Objectives	One page of definitions of measurement across various touch points	Deliver three JD's	One set of annual MBO's	Create one opportunity per quarter for team to learn as whole or individuals	One single page document
Achievable	Simple and aligned document owned and delivered by self	Yes, with up to 60 days immersive learning and collaboration behind me	Once some basic assessment done by self	Yes, once some intermediate assessment done by self	Pool previous learnings and insights to new learning plan	Alignment to objectives of the PMM Team will form part of the basis of team charter
Relevant	Aligned Management by Objective (MBO) agreement	Marketing that's measurable is key	JD's essential to hiring process	This is a basic business requirement	Creating a learn-it-all culture/share-it-all culture will help contribute to growing a high performing team	PMM team and stakeholders know what team is responsible for, what team is aligned to and the way the team works (values, etc.)
Time-Bound	Within 30 days of start date	Within 30-60 days of start date	Within 30-60 days of start date	Within 60-90 days of start date	Within 60-90 days of start date	Within 60-90 days of start date

90 Day Plan – S.M.A.R.T. Plan (Business Growth & Priorities)

	Listen to and document stakeholder priorities, Corporate goals		Asses the 'how' we get to goals/objectives with what is known at 30-60 days		Proposal of short/medium/long term growth and where Product Marketing adds value to drive product success forward	
Specific	Shadow stakeholders to learn more about their roles, value and challenges	Communicate the value of Product Marketing as a new function and what it means to other stakeholder groups	Market sizing and total addressable market sizing exercise	Map historical business performance to addressable market size and highlight share trends (<Product Name> + competition)	Portfolio relationship matrix	Product Funnel Optimization
Measurable	Shadow one stakeholder per group/team	One presentation to each key stakeholder group to highlight value of PMM to them	By excel file with all relevant data contained (3rd party source)	By excel file with all relevant data contained (3rd party source) plus internal revenue/user data	One PPT presentation with product offering by segment/size. Feature cross-fertilization where possible (allowing for correct level of insights available)	Document tracking the product funnel performance
Achievable	One day per stakeholder per group	Approach to cross-group stakeholders in call to realize new value creation and ways to work together	Assumed that 3rd party able to or already does supply such data	Assumed that 3rd party able to or already does supply such data (as previous Objective)	In basic form at least	With assistance of Product Team and data team
Relevant	Leaning more about other groups key to PPM function in a nexus role	As PMM is a new function in the team, it's very relevant to introduce it properly	Totally relevant to understand the 'size of the prize'	Measuring and tracking our 'slice' of the 'prize' is key to this specific ongoing KPI	Understanding the relationships in portfolio critical to selling right product to right audience at right time	Understanding adoption, conversion, churn and usage rates one of the keys to product success
Time-Bound	Within 30 days of start date	Within 30 days of start date	Within 30-60 days of start date	Within 60-90 days of start date	Within 60-90 days of start date	Within 90 days of start date