The 90-day sprint

One quarter in one function. Goal Boss puts one or two of the assessment's five opportunities in place, bought, built or both, gets them adopted, and measures the result against a baseline written down in week one. **The fee is fixed and stated in the assessment report.** The assessment fee comes off the sprint when the sprint is signed within 30 days of the report.

The 13 weeks

One function, one accountable leader

Find **Weeks 1 to 2**	Will sits with the senior experts behind the chosen opportunities, documents how they get results, and measures the baseline from the company's own systems. The baseline and the target are signed off by the accountable leader.
Buy or build **Weeks 3 to 8**	Where a product fits, the company buys it and Goal Boss configures and connects it to how the experts work. Where none fits, Will builds the system on the company's data. The experts see working versions early and correct them. What Goal Boss builds and connects is penetration-tested before go-live.
Adopt **Weeks 5 to 12**	Managers get the system before their teams, along with the language for the conversation about what it changes. A weekly review keeps it in use.
Measure **Week 13**	The result is measured against the week-one baseline and reported to the CEO and the sponsor, with a recommendation for the next sprint.

Scope

One function, and one or two of the five opportunities named in the assessment report. A sprint can include a bought product and a built system in the same quarter. It needs the ranked opportunities and the baseline method from an assessment week.

Reporting

A one-page scorecard every week to the CEO and the sponsor's operating partner: what was built, who is using it, and where the number stands against the baseline. A final report in week 13.

What it is not

A pilot. The system goes into daily use on live work, and the result is measured.

What the company provides, and what it keeps

The company provides

- One accountable leader with authority over the function
- A few hours a week from the senior experts whose work is being built into the system
- Thirty minutes a week with the CEO
- Access to the systems and data the work needs, and an IT contact

The company keeps

- The working system or systems, in daily use
- The code repository and the documentation, where Goal Boss built something
- The measured result against the baseline
- Managers who can run the system and extend it
- A ranked list for the next sprint

Afterwards the company chooses who maintains the system: a maintenance contract with Goal Boss, another vendor Goal Boss recommends, or its own team, trained by Goal Boss.

Who does the work

Will Pemble built and sold Web.com, one of the largest web hosts on earth. He has been a full-stack engineer since 1995 and has worked with AI and machine learning since 2018. He is the author of *Goal Boss: The Art and Science of Getting Stuff Done* and *Judgment Day: How to Lead When AI Breaks Everything.*

Best fit

Companies of 100 to 2,000 people whose product is the judgment of experienced people: professional services, insurance, healthcare administration and IT services.

To start

Book 20 minutes at goalboss.com/book, or send a note at goalboss.com/contact.

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