

Leadership Planner Q3

A Guide for Sustainable Fashion Leaders

“

A goal
without a
plan is just a
wish.





Welcome, friend!

Thank you so much for being a beta tester for my quarterly planner!

Leading a business is challenging and rewarding. Having the right people and process in place are critical to the success of your business. My hope is to bring ease to the planning that's essential to a healthy business and leader.

If you have any questions or feedback please email me directly at rcruz@asorcollective.com. At the end of the quarter an anonymous questionnaire will also be sent to participants.

*XXX,
Rosalinda*

Let's Connect



Action Plan



01

Get Clear On Your Why

Your why is critical to the success of your business and is the first step in your action plan.

02

Set Your Goals and Be a Goal Getter

Before you can achieve your goals you have to know what you want.

03

Business Plan

Is a roadmap that brings comfort and security especially since there's so much uncertainty when starting or scaling a business. It's can feel like you are building the bridge as you walk on it. Most importantly it helps you focus on specific steps to achieve short and long term objectives.

04

Brand Guide

Branding isn't just about the pretty stuff. Think of it as your reputation.

05

Planning Calendar

allows you to define your playing field, identify obstacles and events that are critical to your business

06

Take Inventory of Everything

The Work | Product & Services | Team & Support System | Resources | Personal & Family Obligations | Expenses | Etc.

07

Align Your Team

Get their buy in, tap into their wisdom & expertise.

08

Organizational Structure & Ecosystem

Document the current structure of your business and where it will be in 5, 10, or 15 years

Action Plan cont



09

Build A Strategy

Finances | Marketing | Build The Team | Master Your Pitch and Sales Process

10

Identify The Tactics

needed that support the strategy and achieving your business goals e.g. new hires, CRM, GTM Strategy, etc.

11

Execute

Get out the lab and put your plan to work with the support of your team

12

Achieve

If you have followed all the steps above achieving you goals is possible and can be done with greater ease.

13

Review & Reflect

Look back and be sure to review what worked and didn't work. Where can you create more ease? What is missing? What can be eliminated?

14

Refine

Make the necessary changes and move forward

15

Celebrate

Do a dance and your team and yourself a high five!.

Notes

Goal Setter



Date: _____

Home

Finance

Health

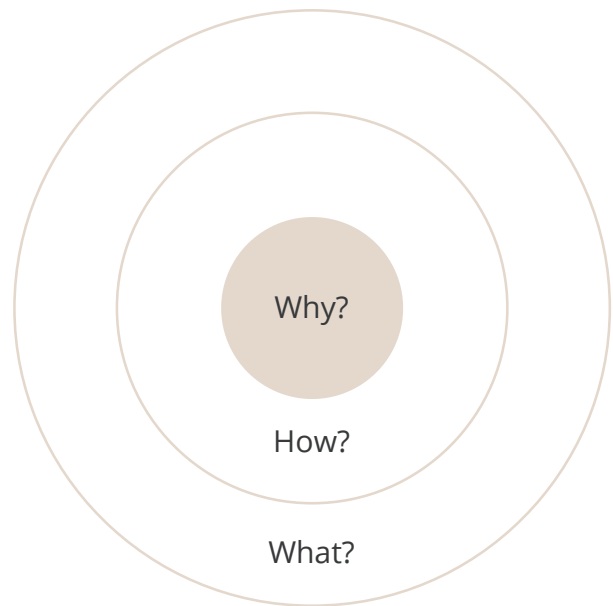
Relationships

Fitness

Study

The Golden Circle

This exercise comes from Simon Sinek's book "Start with Why":



Why?

is the reason and motivation for your brand/business to exist (don't confuse this with some benefit, for example earning a six figure income etc. - that is a result).
The "why" is the cause you believe in and your purpose.

How?

is what makes you stand out from your competition - how you do things differently.

What?

is the things your business/brand actually does (products and services it sells) and the problems it solves.

Keep your "why" top of mind

01

Mission Statement

02

Vision Statement

03

Ideal Client

04

Strategic Objective

Our company's strategic objective is...

Action Brainstorm

Stop Doing

Do Less

Keep Doing

Do More

Start Doing

2021



January

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

MON	TUE	WED	THU	FRI	SAT	SUN
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08	09	10	11	12	13	14
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22	23	24	25	26	27	28

March

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08	09	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

April

MON	TUE	WED	THU	FRI	SAT	SUN
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

MON	TUE	WED	THU	FRI	SAT	SUN
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

MON	TUE	WED	THU	FRI	SAT	SUN
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07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

MON	TUE	WED	THU	FRI	SAT	SUN
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05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

MON	TUE	WED	THU	FRI	SAT	SUN
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09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September

MON	TUE	WED	THU	FRI	SAT	SUN
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06	07	08	09	10	11	12
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20	21	22	23	24	25	26
27	28	29	30			

October

MON	TUE	WED	THU	FRI	SAT	SUN
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04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Important Dates

for planning

Q1

January - March

Fine tune planning for current year, close the books on previous year & fine tune February strategy **January**
Q2 Planning, close books on January, fine tune March **February**
Fine tune April Strategy, close books on February **March**

Q2

April - June

Close books on March, fine tune May strategy, recap Q1 business middle of **April**
Close books on April, fine tune June strategy, Q3 Planning, **May**
Close books on May, fine tune July strategy **June**

Q3

July - September

Close books on June, fine tune August strategy, recap Q2 business middle of **July**
Close books on July, Q4 planning, fine tune **August**
Close books on August, fine tune October strategy **September**

Q4 -

October - December

Close books on September, fine tune November strategy, recap Q3 business mid **October**
Close books on October, fine tune December strategy **November**
Close books on November, fine tune January strategy, Q1 & 2022 planning **December**

Important Dates

For Sustainable Fashion Leaders
Spring/Summer - SS
Autumn/Winter - AW

Q1 - AW20 M6 | SS21 M1 & M2

January - March

End of Season Sale - AW20, AW 21 Market & Buying Season- Major & Secondary Markets, Chinese New Year - Factories Closed for 3 weeks,

January/February

Black History Month **February**

Women's History Month, Spring Events **March**

Q2 - SS21 M3, M4 & M5

April - June

Earth Month, Fashion Revolution Week **April**

May

June

Q3 - SS21 M6 | AW21 M1 & M2

July - September

End of Season Sale -SS21 **June/July**

Back to school **August**

Spring/Summer 22 Market & Buying Season - Major Market, Sustainable Fashion Week/ SecondHand **September**


Q4 - AW21 M3, M4 & M5

October - December

AW 22 Market & Buying Season - Secondary Market **October**

Holiday Season, BFCM Week **November**

Business Development Calendar

January - Q1	February - Q1	March (5) - Q1	Annual Revenue Goal \$ - <ul style="list-style-type: none"> • Increase sales by \$ or % • Average Order Value/Deal Size • Average Monthly revenue or break even # Think about the patterns in your business as you plot out the monthly revenue goal. Are there opportunities to increase revenue in certain months with a bit more planning? What are your BRONZE, SILVER, GOLD & PLATINUM months?  Keep these top of mind when planning <ul style="list-style-type: none"> • your "why" • your strategic objectives • the structure of your organization • What are the resources needed to achieve your goal • keep your eyes open for potential challenges What tips and tricks do you have? Please share them with us on social media
wk 49 \$ wk 50 \$ wk 51 \$ wk 52 \$ Goal/Plan \$	wk 1 \$ wk 2 \$ wk 3 \$ wk 4 \$ SS M1 Drop Goal/Plan \$	wk 5 \$ wk 6 \$ wk 7 \$ wk 8 \$ wk 9 \$ Goal/Plan \$	
April - Q2 wk 10 \$ wk 11 \$ wk 12 \$ wk 13 \$ Goal/Plan \$	May - Q2 wk 14 \$ wk 15 \$ wk 16 \$ wk 17 \$ Goal/Plan \$	June (5) - Q2 wk 18 \$ wk 19 \$ wk 20 \$ wk 21 \$ wk 22 \$ Goal/Plan \$	
July - Q3 wk 23 \$ wk 24 \$ wk 25 \$ wk 26 \$ Goal/Plan \$	August - Q3 wk 27 \$ wk 28 \$ wk 29 \$ wk 30 \$ AW M1 Drop Goal/Plan \$	September (5) - Q3 wk 31 \$ wk 32 \$ wk 33 \$ wk 34 \$ wk 35 \$ Goal/Plan \$	
October -Q4 wk 36 \$ wk 37 \$ wk 38 \$ wk 39 \$ Goal/Plan \$	November - Q4 wk 40 \$ wk 41 \$ wk 42 \$ wk 43 \$ Goal/Plan \$	December (5) - Q4 wk 44 \$ wk 45 \$ wk 46 \$ wk 47 \$ wk 48 \$ Goal/Plan \$	

Q3 Goal Planner



Goal or Outcome

The Strategy

Steps to Take

Other Notes

Planning Calendar

January - Q1

wk 49 \$

wk 50 \$

wk 51 \$

wk 52 \$

Goal/Plan
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February - Q1

SS | M1

wk 1 \$

wk 2 \$

wk 3 \$

wk 4 \$

Goal/Plan
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March (5) - Q1

wk 5 \$

wk 6 \$

wk 7 \$

wk 8 \$

wk 9 \$

Goal/Plan
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July - Q3

wk 23 \$

wk 24 \$

wk 25 \$

wk 26 \$

Goal/Plan
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August - Q3

AW | M1

wk 27 \$

wk 28 \$

wk 29 \$

wk 30 \$

Goal/Plan
\$

September (5) - Q3

wk 31 \$

wk 32 \$

wk 33 \$

wk 34 \$

wk 35 \$

Goal/Plan
\$

Planning Calendar

April - Q2

wk 10 \$

wk 11 \$

wk 12 \$

wk 13 \$

Goal/Plan
\$

May - Q2

wk 14 \$

wk 15 \$

wk 16 \$

wk 17 \$

Goal/Plan
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June (5) - Q2

wk 18 \$

wk 19 \$

wk 20 \$

wk 21 \$

wk 22 \$

Goal/Plan
\$

October -Q4

wk 36 \$

wk 37 \$

wk 38 \$

wk 39 \$

Goal/Plan
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November - Q4

wk 40 \$

wk 41 \$

wk 42 \$

wk 43 \$

Goal/Plan
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December (5) - Q4

wk 44 \$

wk 45 \$

wk 46 \$

wk 47 \$

wk 48 \$

Goal/Plan
\$

July 2021

Date: _____

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Monthly Priorities

Other Notes

Sample Schedule

Date:

MONDAY

8-10 am Mindset
10-12pm Admin time
Lunch
1-2:30 Client Service Delivery
3-5pm Think/Learn/Reflect

TUESDAY

8-10 am Mindset
10-12pm IPA
Lunch
1-2:30 Client Service Delivery
3-5pm Think/Learn/Reflect

WEDNESDAY

8-10 am Mindset
10-12pm Client Service Delivery
Lunch
1-2:30 Client Service Delivery
3-5pm Think/Learn/Reflect

THURSDAY

8-10 am Mindset
10-12pm Client Delivery Service
Lunch
1-2:30 IPA
3-5pm Think/Learn/Reflect

FRIDAY

8-10 am Mindset
10-12pm IPA
Lunch
1-2:30 Admin Time
3-5pm Think/Learn/Reflect for
the following week.

SATURDAY

SUNDAY

NOTES

Week 22

Date: 6/28-7/4

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 23

Date: 7/4 - 7/10

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 24

Date: 7/11 - 7/17

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 25

Date: 7/18 - 7/24

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 26

Date: 7/25 - 7/31

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

August 2021

M T W T F S S

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02	03	04	05	06	07	08
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23	24	25	26	27	28	29
30	31					

Monthly Priorities

Other Notes

Week 27

Date: 08/01 - 08/07

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 28

Date: 08/08 - 08/14

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 29

Date: 08/15 - 08/21

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 30

Date: 08/22 - 08/28

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 31

Date: 08/29 - 09/04

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

September 2021

M T W T F S S

		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Monthly Priorities

Other Notes

Week 32

Date: 09/05 - 09/11

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 33

Date: 09/12 - 09/18

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 34

Date: 09/19 - 09/25

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 35

Date: 09/26/ - 10/01

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

Week 36

Date: 10/03 - 10/09

Monday

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Sample Schedule

- A.M. 1 Mindset
- A.M. 2 Admin time | Working ON the Biz
- Lunch
- P.M. 1 IPA | Client Service Delivery
- P.M. 2 Thinking/Learning/Reflecting

2022 Planning Calendar

January - Q1

SS Market & Buying Season
AW22 Phase 2 Dev

wk 49 \$
wk 50 \$
wk 51 \$
wk 52 \$

Goal/Plan
\$

February - Q1

SS22 | M1 Drop
SS23 | Phase 1 Dev

wk 1 \$
wk 2 \$
wk 3 \$
wk 4 \$

Goal/Plan
\$

March (5) - Q1

wk 5 \$
wk 6 \$
wk 7 \$
wk 8 \$
wk 9 \$

Goal/Plan
\$

April - Q2

wk 10 \$
wk 11 \$
wk 12 \$
wk 13 \$

Goal/Plan
\$

May - Q2

wk 14 \$
wk 15 \$
wk 16 \$
wk 17 \$

Goal/Plan
\$

June (5) - Q2

wk 18 \$
wk 19 \$
wk 20 \$
wk 21 \$
wk 22 \$

Goal/Plan
\$

July - Q3

SS23 | Phase 2 Dev

wk 23 \$
wk 24 \$
wk 25 \$
wk 26 \$

Goal/Plan
\$

August - Q3

AW22 | M1 Drop
AW23 | Phase 1 Dev

wk 27 \$
wk 28 \$
wk 29 \$
wk 30 \$

Goal/Plan
\$

September (5) - Q3

SS Market & Buying Season

wk 31 \$
wk 32 \$
wk 33 \$
wk 34 \$
wk 35 \$

Goal/Plan
\$

October -Q4

wk 36 \$
wk 37 \$
wk 38 \$
wk 39 \$

Goal/Plan
\$

November - Q4

wk 40 \$
wk 41 \$
wk 42 \$
wk 43 \$

Goal/Plan
\$

December (5) - Q4

wk 44 \$
wk 45 \$
wk 46 \$
wk 47 \$
wk 48 \$

Goal/Plan
\$

NATIONAL RETAIL FEDERATION 2020-2022 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

2020

	S	M	T	W	T	F	S
1	F	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29		

2021

	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

2022

	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

FALL SEASON

2021

	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

2022

	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
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2020

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2020

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2021

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2020

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2021

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2022

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January 2021

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January 2022

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January 2023

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** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, St. Patrick's Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Election Day, Veterans Day, Thanksgiving, Christmas, New Year's Day, and Martin Luther King Day.

Let Go Affirmation

Permission to relax and release the day



The day is finished
I've done all I can do today.
There nothing that can't wait
till the morning.
I know I can handle whatever
happens tomorrow
I am better when I'm rested
I release today
I give myself permission to rest