

# Leadership Planner Q3

A Guide for Sustainable Fashion Leaders

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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 thats 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

Get Clear On Your Why

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

Set Your Goals and Be a Goal Getter

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

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.

Brand Guide

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

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

Take Inventory of Everything

The Work | Product & Services | Team & Support System |

Resources | Personal & Family Obligations | Expenses | Etc.

Align Your Team

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

Organizational Structure & Ecosystem

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

### Action Plan cont

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.

Execute

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

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

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?

Refine

Make the necessary changes and move forward

Celebrate

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

Notes

# **Goal Setter**

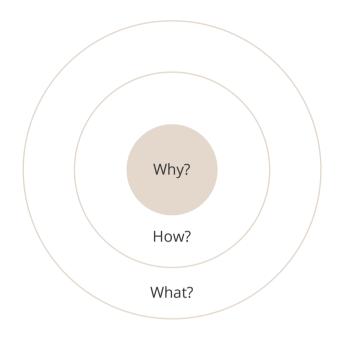


Date:

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

O4 Strategic Objective

Our company's strategic objective is...

### **Action Brainstorm**

Stop Doing	
Do Less	
Keep Doing	
Do More	
Start Doing	

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### 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** 

### 2021 Business Development Calendar

January - Q1  Goal/Plan \$	February - Q1  Goal/Plan \$	March (5) - Q1  Goal/Plan \$	Annual Revenue Goal \$ - • Increase sales by \$ or % • Average Order Value/Deal Size • Average Monthly revenue or break even #
April - Q2	May - Q2	June (5) - Q2	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?
Goal/Plan \$ July - Q3	Goal/Plan \$ August - Q3	Goal/Plan \$ September (5) - Q3	Keep these top of mind when planning
Goal/Plan \$	Goal/Plan \$	Goal/Plan \$	<ul><li>your "why"</li><li>your strategic objectives</li></ul>
October -Q4  Goal/Plan	November - Q4  Goal/Plan	December (5) - Q4 Goal/Plan	<ul> <li>the structure of your organization</li> <li>What are the resources needed to achieve your goal</li> <li>keep your eyes open for potential challenges</li> </ul>

What planning tips and tricks do you have? Please share them with us on social media.

### Business Development Calendar

wk 49 \$ wk 50 \$
wk 51 \$ wk 52 \$
Goal/Plan \$

February - Q1	March (5) - Q1
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 \$	wk wk wk
Goal/Plan \$	

Goal/Plan \$	wk 22 \$  Goal/Plan \$
wk 14 \$ wk 15 \$ wk 16 \$ wk 17 \$	wk 18 \$ wk 19 \$ wk 20 \$ wk 21 \$
May - Q2	June (5) - Q2

July - Q3
wk 23 \$ wk 24 \$ wk 25 \$ wk 26 \$
Goal/Plan \$

August - Q3	September (5) - Q3
wk 27 \$ wk 28 \$ wk 29 \$ wk 30 \$ AW   M1 Drop Goal/Plan \$	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) - O4
wk 44 \$ wk 45 \$ wk 46 \$ wk 47 \$ wk 48 \$
Goal/Plan \$

### Annual Revenue Goal

5 -

- 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

- 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

# Q3 Goal Planner



Goal or Outcome	The Strategy
Steps to Take	
Oth an Nata	
Other Notes	

# Planning Calendar

January - Q1	February - Q1 SS   M1	March (5) - Q1
wk 49 \$	wk 1 \$	wk 5 \$
wk 50 \$	wk 2 \$	wk 6 \$
wk 51 \$	wk 3 \$	wk 7 \$
wk 52 \$	wk 4 \$	wk 8 \$
		wk 9 \$
Goal/Plan \$	Goal/Plan \$	Goal/Plan \$

July - Q3	August - Q3 AW   M1	September (5) - Q3
wk 23 \$	wk 27 \$	wk 31 \$
wk 24 \$	wk 28 \$	wk 32 \$
wk 25 \$	wk 29 \$	wk 33 \$
wk 26 \$	wk 30 \$	wk 34 \$
		wk 35 \$
Goal/Plan \$	Goal/Plan \$	Goal/Plan \$

# Planning Calendar

April - Q2	May - Q2	June (5) - Q2
wk 10 \$	wk 14 \$	wk 18 \$
wk 11 \$	wk 15 \$	wk 19 \$
wk 12 \$	wk 16 \$	wk 20 \$
wk 13 \$	wk 17 \$	wk 21 \$
		wk 22 \$
Goal/Plan \$	Goal/Plan \$	Goal/Plan \$

November - Q4	December (5) - Q4
wk 40 \$	wk 44 \$
wk 41 \$	wk 45 \$
wk 42 \$	wk 46 \$
wk 43 \$	wk 47 \$
	wk 48 \$
Goal/Plan \$	Goal/Plan \$
	wk 40 \$ wk 41 \$ wk 42 \$ wk 43 \$ Goal/Plan

# July 2021

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26	27	28	29	30	31	

Monthly Priorities	Other Notes

# Sample Schedule

Date:

MONDAY

DNESDAY

FRIDAY

SUNDAY

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

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

8-10 am Mindset

10-12pm IPA

Lunch

1-2:30 Admin Time

3-5pm Think/Learn/Reflect for

the following week.

SATURDAY

NOTE

Date: 6/28-7/4

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Sunday	Sample Schedule
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o Lunch

o P.M. 1 IPA | Client Service Delivery

Date: 7/4 - 7/10

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Sunday	Sample Schedule
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o A.M. 2 Admin time | Working ON the Biz

o P.M. 1 IPA | Client Service Delivery

o P.M. 2 Thinking/Learning/Reflecting

o Lunch

Date: 7/11 - 7/17

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Date: 7/18 - 7/24

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o P.M. 1 IPA | Client Service Delivery

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# August 2021

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Monthly Priorities	Other Notes

Date: 08/01 - 08/07

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Date: 08/08 - 08/14

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Sunday	Sample Schedule
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o Lunch

o P.M. 1 IPA | Client Service Delivery

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o A.M. 2 Admin time | Working ON the Biz

o P.M. 1 IPA | Client Service Delivery

Date: 08/22 - 08/28

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o P.M. 1 IPA | Client Service Delivery

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  o Lunch
  o P.M. 1 IPA | Client Service Delivery
  o P.M. 2 Thinking/Learning/Reflecting

# September 2021

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Monthly Priorities ———	Other Notes

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o P.M. 1 IPA | Client Service Delivery

o P.M. 2 Thinking/Learning/Reflecting

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Date: 09/19 - 09/25

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o Lunch

o P.M. 1 IPA | Client Service Delivery

# Notes

# 2022 Planning Calendar

### January - Q1

SS Market & Buying Season AW22 Phase 2 Dev

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

### 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 \$

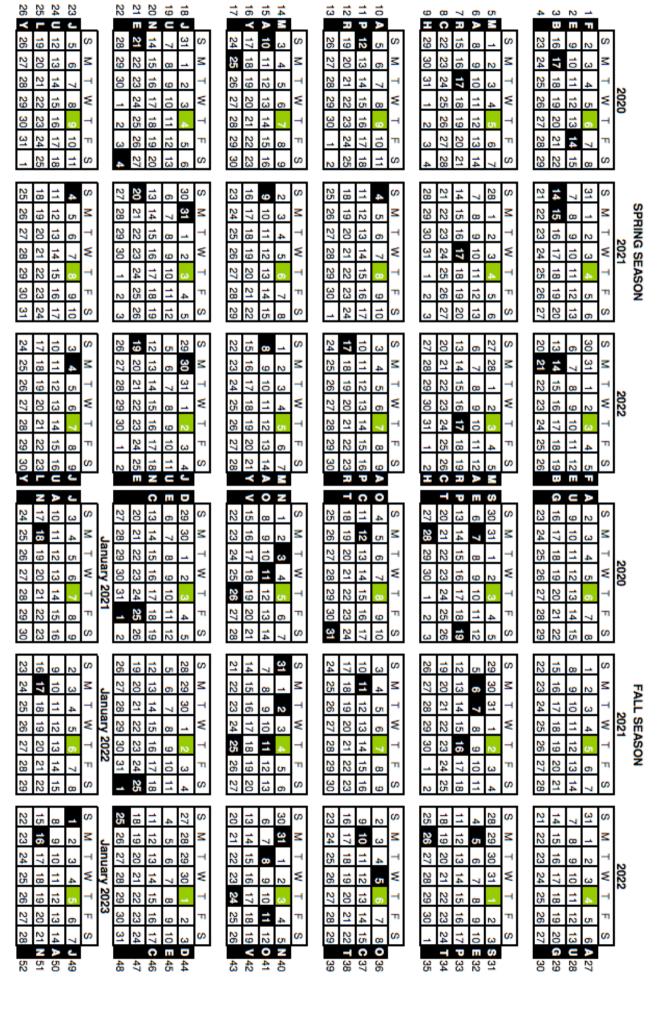
> Goal/Plan \$

### **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



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

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### 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