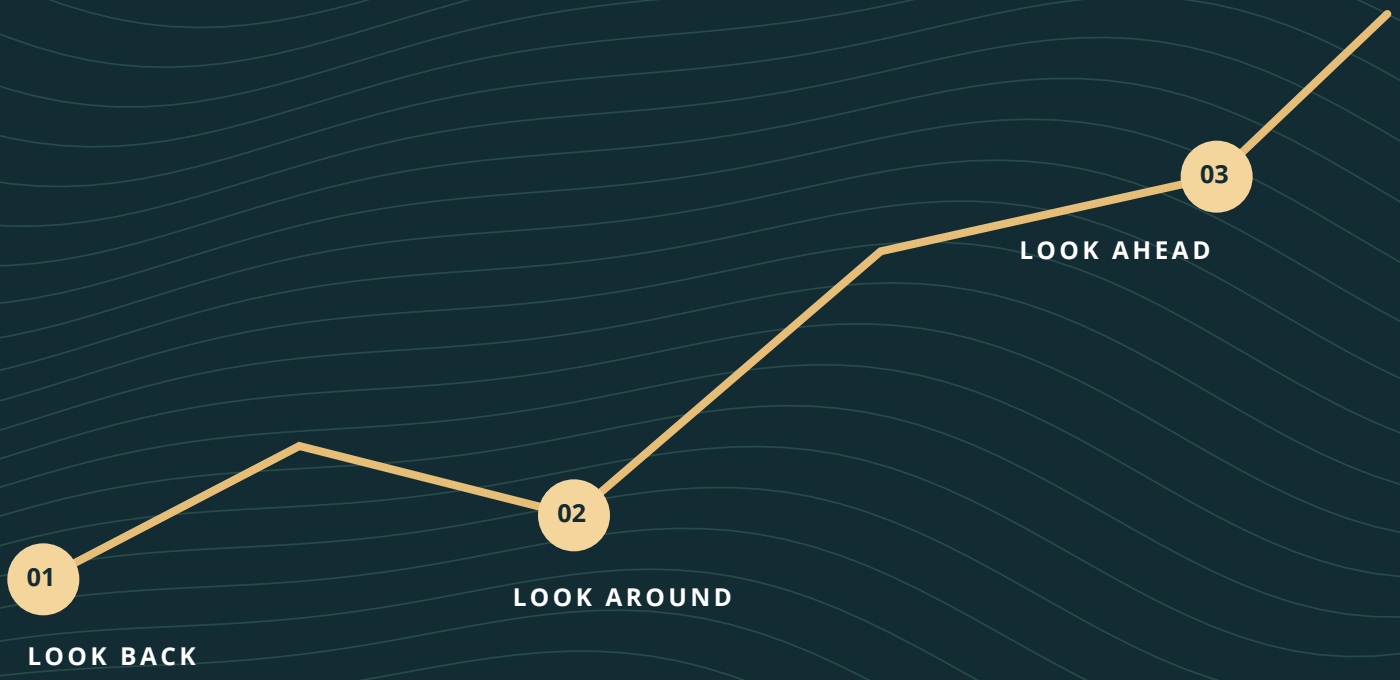
Executive Master Plan

Turn what you've lived into a direction you can test.



PREPARED FOR

Jordan Ellis

Illustrative case. No real client data, account details, or private coaching notes.

THE PLAN AT A GLANCE

Teach what works.

Jordan has spent years making complicated work easier to learn. The next chapter is a chance to make that knowledge useful beyond one employer.

THE RECOMMENDATION

Keep your income steady. Test one small teaching project.

01

YOU'VE DONE

Built onboarding guides and trained new team leads.

02

YOU HAVE

Four hours per week and three potential feedback contacts.

03

TRY NEXT

Run one 45-minute session for first-time supervisors.

THE FIRST MOVE / THIS WEEK

Block 45 minutes to outline one problem you've helped a new supervisor solve. Then ask two former colleagues what they wish someone had taught them sooner.

THE 90-DAY FINISH LINE

One pilot delivered, at least three written responses, and a decision to continue, change direction, or stop.

Start with their footprint.

Ask for permission and a few links, not passwords. Jordan chose to share a public work profile, a workshop listing, and a volunteer bio.

PUBLIC WORK PROFILE

Lists 12 years in operations.

“Which part of that work would you choose to do even if it weren’t your job?”

Jordan confirms that teaching new staff was the part worth carrying forward.

WORKSHOP LISTING

Names Jordan as a co-presenter.

“What did you actually create or lead in that session?”

Jordan designed the handout; a colleague led most of the session.

VOLUNTEER BIO

Mentions a Saturday mentoring program.

“Are you still active there? What did it teach you about whom you want to help?”

The program ended. The relationship and teaching experience still matter.

No public footprint? Use their own examples, a résumé, or a work sample if they choose. An online clue is a question, not a conclusion. Exclude unconfirmed matches and private information.

Three directions to test.

These options reflect Jordan's experience, income needs, and time. They are working hypotheses, not predictions or scores.

A / START HERE

Teach new supervisors

Evidence: Jordan built onboarding guides and knows where new leads get stuck.

Watch for: Interest from colleagues may not translate into demand.

Test: Run one 45-minute pilot while staying employed.

B / KEEP OPEN

Explore a training role

Evidence: Teaching and clear documentation already show up in Jordan's work.

Watch for: Job titles can hide travel, admin, or a pay cut.

Test: Interview two people in training roles, including one outside the industry.

C / NOT YET

Build a paid workshop

Evidence: Jordan has made useful teaching material before.

Watch for: No evidence yet that anyone will pay or refer a buyer.

Test: Only after the pilot, ask one organizer about a paid repeat.

What could change the recommendation? If Jordan loves teaching but dislikes recruiting people, a paid training role may fit better than building a business.

A compass, not a contract.

Start with decisions you can revisit. A 15-year view can guide the next chapter without pretending we know what life will look like.

NEXT 90 DAYS

Prove it at small scale

Teach once and collect specific feedback. Keep your job and your four-hour weekly cap.

Evidence: one pilot and three usable responses.

YEAR 1

Find a rhythm you can keep

If the pilot helps people and you want to repeat it, teach again or pursue a training role.

Decision: paid work, volunteer contribution, or a mix?

YEARS 2–5

Build something another person can use

Refine the material into a short guide. Invite one collaborator to try teaching from it.

Evidence: a second person can use the material.

YEARS 6–15

Pass it on

Choose what is still worth teaching. Share your method or help someone else lead it.

Revisit: Who benefits? What can continue without you?

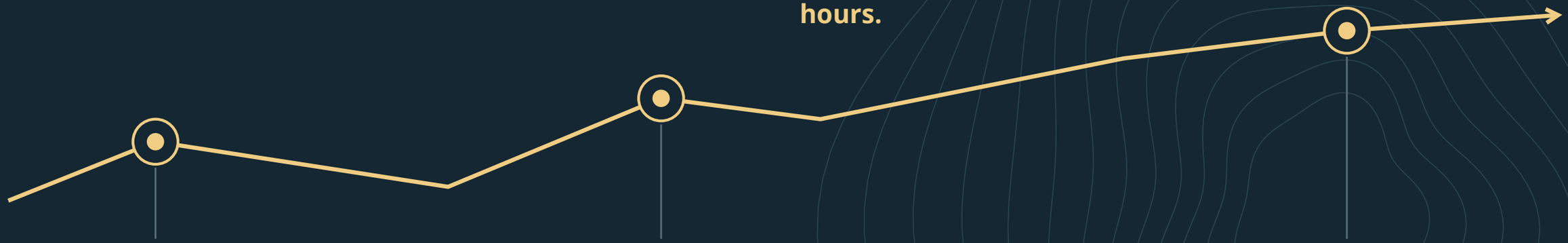
Review the direction when work, health, family, or your interests change.

Protect what matters. Test what’s next.

Can one small teaching pilot help new supervisors and show whether you want to do more of this work?

Keep your current job and steady income.

At most four hours a week. Shrink the pilot before adding hours.



DAYS 01–14

Listen first

Name one problem and one audience.

DAYS 15–45

Build and teach once

Deliver one pilot.

DAYS 46–90

Learn and decide

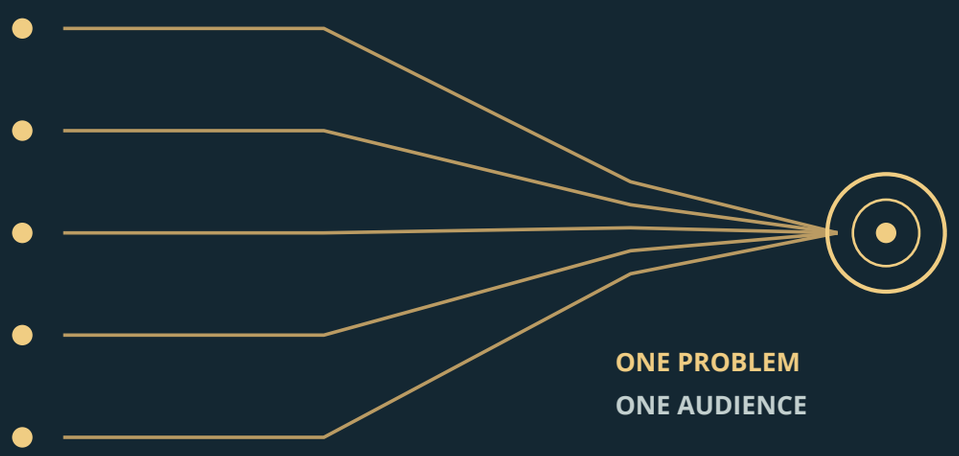
Write down your decision and next step.

Finish line: One pilot delivered, at least three written responses, and a decision to continue, change, or stop.

Make the test smaller.

Don’t build a whole program. Find one problem worth solving, then run one careful test.

START WITH FIVE QUESTIONS



List five common questions. Ask two former colleagues which one would have helped them most.

01 CHOOSE

Focus on the first problem your former colleagues say would have helped them early on.

02 PREPARE

Outline a 45-minute session and make one page people can take away.

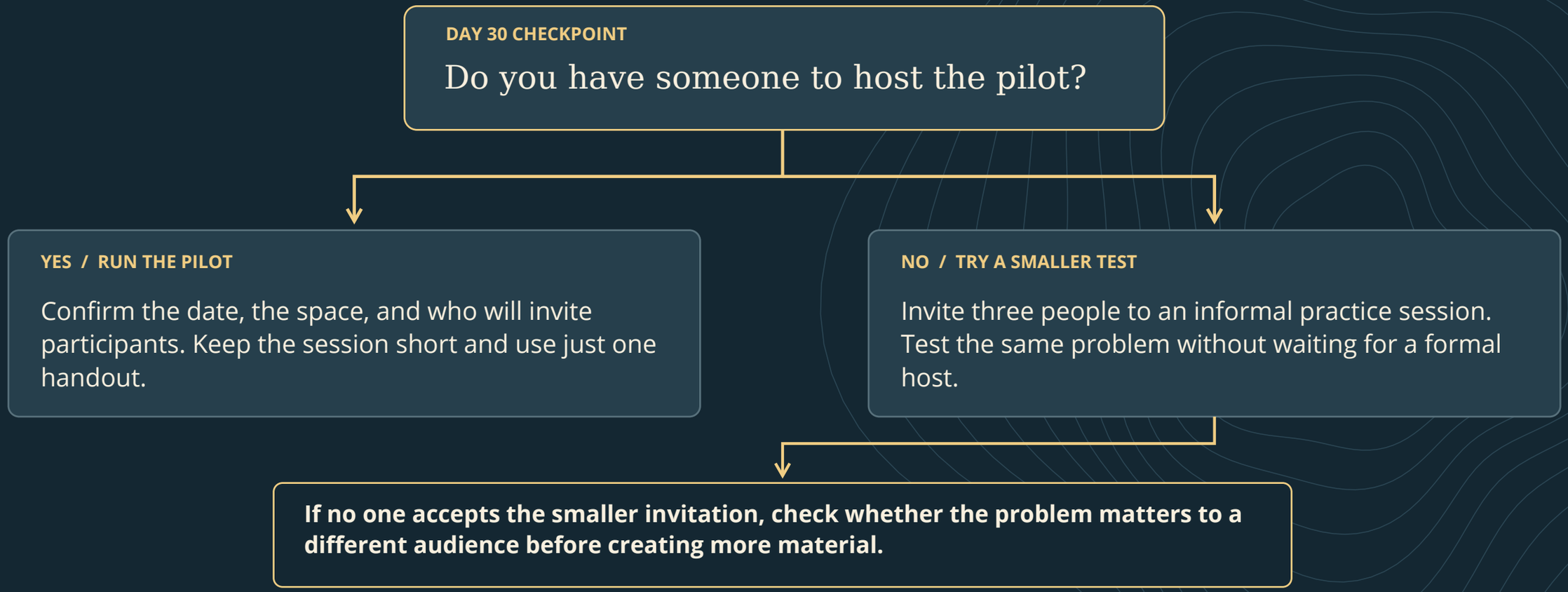
03 INVITE

Aim for five to eight people. Ask a colleague or a local group to host.

DONE WHEN ONE PILOT IS DELIVERED.

Have a fallback before you stall.

A stalled experiment is a signal, not a verdict. Set a fallback before you spend more time preparing.



Make the Day 90 decision.

Write what happened before drawing a conclusion. This page is blank on purpose: it records what you learn, not what we predict.



Ask what people used and what they still need.

LOG WHAT ACTUALLY HAPPENED

Pilot date and how many people came

Number of written replies and one thing someone actually used

Hours spent and what you would or would not do again

CONTINUE

People used what you taught, and you want to repeat it at a pace you can keep.

CHANGE

The topic helped, but the audience, format, or time burden needs a smaller test.

STOP

There is little evidence it helped, or the work does not fit your priorities. Note what you learned.

What will you keep, change, or drop? Decide on one action to take, who owns it, and when you'll review it.

Update the map.

Bring new evidence to the next review. A refresh should tell you what changed, what stays true, and what to do next.

ILLUSTRATION / A POSSIBLE DAY-90 UPDATE

Jordan’s pilot draws six people. Four return feedback; three ask for a follow-up on difficult conversations. Jordan enjoys teaching but dislikes organizing the event.

KEEP

The audience and the 45-minute format.

CHANGE

Test a host partnership before building a business.

DROP

The assumption that Jordan must recruit everyone.

WHAT THE 45-MINUTE COACH CALL COULD COVER

10 MIN	Compare the original plan with what actually happened.
20 MIN	Test the assumption the new evidence calls into question.
15 MIN	Pick one next experiment and protect the time for it.

BETWEEN REVIEWS / OPTIONAL PERSONAL AI GUIDE

Use only details you approve, your current goal, and your limits. Ask it to help review new evidence, challenge your assumptions, and choose a doable next step.