

G R O W T H   &   S T R A T E G Y  
M O D U L E   2 1

# Leadership Execution Plan

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Everything you've learned distilled into a 90-day action plan you'll actually execute.

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C O M M E R C I A L   L E A D E R S H I P   P R O G R A M M E  
Spa Director & Spa Manager Development

## Module Overview

Everything you've learned distilled into a 90-day action plan you'll actually execute.

LESSON	TOPIC
Lesson 1	The Three-Horizon Plan
Lesson 2	Personal Accountability

## Lesson 1: The Three-Horizon Plan

Horizon 1 (Days 1-30): Quick Wins — visible impact immediately. Standards charter, KPI dashboard, retail strategy. Quick wins build momentum and credibility. Horizon 2 (Days 31-60): Structural Changes — rota optimisation, pricing review, onboarding programme. These take longer but create lasting improvement. Horizon 3 (Days 61-90): Strategic Initiatives — new concepts, marketing plan, supplier renegotiation. These are the moves that differentiate you.

### KEY POINTS

- Days 1-30: Quick wins for immediate visible impact
- Days 31-60: Structural changes that create lasting improvement
- Days 61-90: Strategic initiatives that differentiate you
- Build momentum: quick wins fund credibility for bigger changes

## Lesson 2: Personal Accountability

Write down three commitments. Not goals — commitments. Things you will do regardless of how busy you get. Share them with someone who will hold you accountable. Schedule self-reviews at day 30, 60, and 90. A plan without accountability is a daydream.

### KEY POINTS

- Set three personal commitments, not goals
- Share with an accountability partner
- Schedule self-reviews at 30, 60, and 90 days
- The programme's value is determined by what you do on Monday morning

## Key Concept

“A plan without accountability is a daydream. Share your commitments. Set your deadlines. Measure your progress. Be the leader your team needs — starting Monday.”

## Practical Exercise

Select one action from each programme track (Leadership, Commercial, Operations, Growth). Define what, by when, how you'll measure success, and who holds you accountable. Map across three horizons. Share with your line manager. Write a 500-word programme reflection.

YOUR NOTES

# Learning Outcomes

By completing this module, you will be able to:

1. Synthesise learning from all four tracks into a coherent plan
2. Apply the Three-Horizon framework to prioritise by timing
3. Set accountability commitments with measurable milestones
4. Transition from learning mode to leadership execution

## SELF - A S S E S S M E N T

Rate your confidence in each outcome (1 = Not yet confident, 5 = Fully confident):

Outcome	1	2	3	4	5
Synthesise learning from all four tracks into a coherent plan					
Apply the Three-Horizon framework to prioritise by timing					
Set accountability commitments with measurable milestones					
Transition from learning mode to leadership execution					

# Assessment

Complete the following submissions to demonstrate your learning:

## Submission 1: 90-Day Execution Plan

Three-horizon plan with one action per track, success measures, and accountability.

## Submission 2: Programme Reflection

500-word reflection on biggest insight, biggest challenge, and highest-impact change.

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### MODULE COMPLETION

Name:	
Date:	
Assessor:	