

A JAYSON FORDE OPERATIONAL BLUEPRINT

EXECUTION
ENGINE

The 90–120 Day Transformation Plan

Bridge Property · Field Operations Execution Engine

Designed & Created by **Jayson Forde**

The real-time execution engine that drives the operational blueprint, four phases across 120 days, mapped to the diagnose-to-sustain arc, with objectives, actions, owners, milestones, and KPIs.

Jayson Forde

Enterprise AI Transformation & Program Operations

CONFIDENTIAL

— ARCHITECTURE & ENGINE

How the System Drives Results

The master playbook is the architecture, what the system is. This plan is the engine, how it is driven in real time. Together they form one repeatable model: a blueprint designed to be executed on a disciplined cadence, and a cadence built to deliver the blueprint.

THE FORMULA

Design the operation. Drive it on a cadence. Sustain it with ownership. Four 30-day phases, each anchored to a stage of the diagnose-to-sustain arc, so the calendar and the methodology move as one. This is the model every operation is built to mirror.

The 120-day arc

DAYS 1-30	DAYS 31-60	DAYS 61-90	DAYS 91-120
01	02	03	04
Diagnose & Expose	Install	Enable	Sustain & Scale

PHASE	PRIMARY OBJECTIVE	THE SHIFT IT DRIVES
01 • Diagnose & Expose	Find where performance and revenue leak, and present it with the data	From assumptions to a data-backed operating plan
02 • Install	Set the new operating standard and accountability system	From inconsistent effort to visible, measured performance
03 • Enable	Stand up AI-enabled collaboration and begin recovery	From scattered work to one streamlined, accountable system
04 • Sustain & Scale	Assign ownership, recover renewals, and hand off	From a launch to a self-sustaining operation

PHASE

01

Days 1–30

DIAGNOSE & EXPOSE

Read the Site, Find the Leaks

Establish the true operating picture, assess the team, the managers, and the account data, then present the discovered gaps and revenue leaks to the site with the evidence behind them.

KEY ACTION	OWNER	WHAT IT PRODUCES
Run one-on-one assessments of every team member	Operations Lead	A performance and blockage map, plus a personal support plan per person
Assess the lead managers' style and team-building ability	Operations Lead	A clear read on management capability and coaching needs
Analyze KPI and account data (health, tickets, complaints)	Ops Lead + Site Manager	The revenue-leak map: where retention is slipping and why
Present findings and the operating plan to the team	Operations Lead	Shared understanding and buy-in on the plan to stop the leak

PHASE MILESTONE

The site has a data-backed diagnosis and a presented operating plan. Everyone knows where the leaks are and what is being done about them.

ASSESSMENTS

100% of team and managers assessed

LEAK MAP

Revenue-leak sources identified and ranked

ALIGNMENT

Findings presented; plan accepted

PHASE

02

Days 31–60

INSTALL

Set the Standard & Make It Accountable

Install the new operating standard, response-time commitments, follow-up reporting, and weekly performance summaries, so accountability becomes visible and measurable across the team and management.

KEY ACTION	OWNER	WHAT IT PRODUCES
Roll out response-time standards (48h complaints, 24–48h tickets)	Site Manager	Faster account response; complaints logged and tracked
Launch follow-up reports to site and operations management	Team + Site Manager	Proof adaptation is followed; a basis to measure success
Start weekly performance summaries	Team	Visibility into progress, applications, follow-ups, pending, move-ins
Retrain the team on the new SOPs and expectations	Operations Lead	A team operating to one clear, accountable standard

PHASE MILESTONE

The new operating standard is live. Response times are being met and logged, and weekly reporting gives management a real basis to assess and scale.

RESPONSE SLA Complaints ≤48h, tickets ≤24–48h	REPORTING Weekly summaries live for 100% of team	ADOPTION New SOPs in daily use
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PHASE

03

Days 61–90

ENABLE

Turn On the AI-Enabled Operation

Stand up the AI collaboration hub and the generative-AI SOPs so communication, notes, and urgent items flow through one system, and begin working the distressed accounts that carry renewal risk.

KEY ACTION	OWNER	WHAT IT PRODUCES
Launch the central NotebookLM collaboration hub	Operations Lead	One shared source of truth; per-person workspaces live
Deploy generative-AI SOPs (email, contracts, marketing, notes, reminders)	Team	Manual drag removed, with human approval on client-facing work
Stand up the urgent ticket-and-complaint folder	Site Manager	Fast, accountable response to account and resident issues
Begin distressed-account review and recovery	Retention Owner	Root causes of non-renewal identified; recovery underway

PHASE MILESTONE

The team operates through one AI-enabled system, and distressed-account recovery is actively winning back at-risk renewals.

AI HUB

Central hub + workspaces in use by the team

GOVERNANCE

Human-approval gate on all client-facing AI

RECOVERY

Distressed accounts in active recovery

PHASE

04

Days 91-120

SUSTAIN & SCALE

Own It, Scale It, Hand It Off

Lock the gains in place, assign ownership for retention at scale, complete the training program, secure renewals, and hand off a self-sustaining operation that holds performance after the launch ends.

KEY ACTION	OWNER	WHAT IT PRODUCES
Assign and train the retention/client-relations owner	Operations Lead	A named owner driving renewals at scale with the right skills
Complete the core-team training program	Operations Lead	Capability gaps closed; performance tied to quarterly goals
Secure at-risk annual renewals	Retention Owner	Recovered renewals; churn pulled down from baseline
Hand off the running system with cadence and ownership	Operations Lead	A self-sustaining operation with clear owners and rhythm

PHASE MILESTONE

The operation runs itself: owned, measured, AI-enabled, and delivering recovered renewals and reduced churn without the launch team driving it.

OWNERSHIP Retention owner live; cadence set	TRAINING Core-team program complete	OUTCOME Renewals recovered; churn reduced
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— ARCHITECTURE + ENGINE

One System: Designed and Driven

This plan and the master playbook are two halves of one system. The playbook designs the operation; this engine drives it in real time. Run together, on this cadence, they produce results that hold.

WHY THE TWO WORK HAND IN HAND

The Master Playbook

The architecture, the nine workstreams, governance, and AI enablement that define what a high-functioning site looks like.

This Transformation Plan

The engine, the phased, real-time cadence that installs the architecture and drives the result day by day.

Together

A repeatable formula: design the operation, drive it on a disciplined cadence, and sustain it with ownership. The model every operation is built to mirror.

THE FORMULA I EXECUTE

See the gaps and leaks in the data. Build the plan around the true source. Drive it in real time across team, managers, accounts, and stakeholders. Then **hand off a self-sustaining operation that keeps producing after I step back.**

Prepared & Created by Jayson Forde · Enterprise AI Transformation & Program Operations. This transformation plan is the companion execution engine to the Bridge Property Operational Master Playbook.