

A JAYSON FORDE OPERATIONAL BLUEPRINT

EXECUTION
ENGINE

The 90–120 Day Journey & Adaptation Plan

Revenue Leaks & Adaptation Gaps · Execution Engine

Designed & Created by **Jayson Forde**

The real-time engine that drives the journey-and-adaptation system, four phases across 120 days on the Assess, Discover, Train arc, with objectives, actions, owners, milestones, and KPIs.

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CONFIDENTIAL

— ARCHITECTURE & ENGINE

How the System Seals the Leaks

The master playbook is the architecture, the journey and where it leaks. This plan is the engine, how the leaks get sealed in real time, on a disciplined cadence.

THE FORMULA

Assess the journey. Discover the leaks. Train to close them. Sustain the seal. Four 30-day phases on the Assess, Discover, Train arc, so the audit and the fix move as one.

The 120-day arc

DAYS 1-30	DAYS 31-60	DAYS 61-90	DAYS 91-120
01	02	03	04
Assess the Journey	Discover the Leaks	Train to Close	Seal & Sustain

PHASE	PRIMARY OBJECTIVE	THE SHIFT IT DRIVES
01 • Assess the Journey	Map the full client journey and every department handoff	From a fuzzy funnel to a visible, mapped journey
02 • Discover the Leaks	Pinpoint response-time leaks and adaptation gaps	From guessing at churn to knowing exactly where it leaks
03 • Train to Close	Roll out client and employee training to seal each gap	From informed clients to adopted ones, and clean handoffs
04 • Seal & Sustain	Lock the fixes, measure, and keep the journey tight	From a one-time fix to a permanently sealed journey

PHASE

01

Days 1-30

ASSESS

Map the Journey, End to End

Make the entire client journey visible, every stage and every handoff, so the leaks have somewhere to be found.

KEY ACTION	OWNER	WHAT IT PRODUCES
Document every stage of the client journey	Journey Owner	A complete, stage-by-stage journey map
Identify every department handoff in the journey	Journey Owner	Every seam between teams made visible
Capture the client's actual experience at each step	Journey Owner	The real journey, not the intended one
Rank handoffs by revenue risk	Journey Owner + Lead	A prioritized list of the riskiest seams

PHASE MILESTONE

The full client journey and every handoff are mapped and ranked by risk. The leaks now have a place to be found.

JOURNEY MAP

Full journey documented end to end

HANDOFFS

Every seam identified

PRIORITY

Handoffs ranked by revenue risk

PHASE

02

Days 31-60

DISCOVER

Find Every Leak and Gap

Pinpoint exactly where revenue leaks, in response times and in the adaptation gaps where clients fail to adopt.

KEY ACTION	OWNER	WHAT IT PRODUCES
Measure response times at each journey stage	Journey Owner	The stages where slow response cools clients
Diagnose the adaptation gaps in onboarding and training	Training Owner	Where clients fail to learn the tools and adopt
Trace each leak to its root process or handoff	Journey Owner	The true source of each leak, not the symptom
Confirm the highest-impact leaks to close first	Lead	A ranked closure list tied to revenue

PHASE MILESTONE

Every response-time leak and adaptation gap is found, traced to its source, and ranked. The closure list is set.

RESPONSE

Response-time leaks measured and mapped

ADAPTATION

Adaptation gaps diagnosed

TARGETS

Highest-impact leaks confirmed

PHASE

03

Days 61–90

TRAIN

Close the Gaps with Training

Roll out the training that seals the leaks, client training to full adoption, and employee training for clean, warm handoffs.

KEY ACTION	OWNER	WHAT IT PRODUCES
Deploy the client training and adoption arc	Training Owner	Onboarding, tools training, and a mini final adoption check
Run the mini final training adoption checkpoint	Training Owner	Confirmed client self-sufficiency before handoff
Train employees on the warm-handoff standard	Team Leads	Handoffs that carry full context every time
Set response-time standards at each stage	Team Leads	No stage left to go cold

PHASE MILESTONE

Clients are trained to full adoption and confirmed self-sufficient; employees run warm handoffs. The gaps are closing.

CLIENT TRAINING

Adoption arc live with final check

HANDOFFS

Warm-handoff standard in force

RESPONSE

Stage response standards set

PHASE

04

Days 91-120

SUSTAIN

Seal It, Measure It, Keep It Tight

Lock every fix in place, prove the leaks are closed with real numbers, and put a cadence in place so the journey stays sealed.

KEY ACTION	OWNER	WHAT IT PRODUCES
Seal each leak with a permanent process fix	Journey Owner	Fixes built into the standard, not one-offs
Measure adoption, response times, and retention	Journey Owner	Proof the leaks are closed and revenue held
Assign owners for each stage and handoff	Lead	Clear accountability across the journey
Set a recurring journey re-audit cadence	Lead	New leaks caught early, before they cost

PHASE MILESTONE

The journey is sealed, measured, and owned, with a re-audit cadence that keeps it tight as the business grows.

SEAL

Leaks closed with permanent fixes

PROOF

Adoption and retention measured

CADENCE

Re-audit rhythm in place

— ARCHITECTURE + ENGINE

One System: Mapped and Sealed

This plan and the master playbook are two halves of one system. The playbook maps where the journey leaks; this engine seals those leaks in real time. Together they stop revenue slipping out at the seams.

WHY THE TWO WORK HAND IN HAND

The Master Playbook

The architecture, the client journey, its handoffs, the adaptation gaps, and the training response that closes them.

This Plan

The engine, the phased, real-time cadence that audits the journey and rolls out the fixes day by day.

Together

A repeatable formula: assess the journey, discover the leaks, train to close them, sustain the seal. The model every client journey is built to mirror.

THE FORMULA I EXECUTE

Map the journey. Find where it leaks at the handoffs and in the training that never happened. Close each gap with targeted training for clients and employees. Then **keep the journey sealed so revenue stops slipping out at the seams.**

Prepared & created by Jayson Forde · Enterprise AI Transformation & Program Operations. This plan is the companion execution engine to the Revenue Leaks & Adaptation Gaps Master Playbook.