Plan the sprint: five steps

Pick one goal, choose one result number and two effort numbers, split ninety days into thirteen weekly jobs, protect fixed time and review every Friday.

1 Pick one goal

Not five. Ask which single result would change the business most. Ioana chose forty new adult students before the autumn term. Everything else went on a later list.

2 Three numbers you can check each week

One result number: new students enrolled. Two effort numbers she controlled: trial lessons booked, and follow-up calls made within a day. Results lag behind. Effort numbers tell you this week whether you are on track.

3 Thirteen weeks, one main job each

Week one: build a simple trial lesson offer. Weeks two to four: contact past students and local companies. Weeks five to twelve: run the trial lessons and follow up. Week thirteen: review. Write each week's job on a card.

4 Protect the time

Ioana blocked two mornings a week for sprint work only. No admin, no scheduling, no emails. Her deputy covered the front desk. Without a fixed slot, a sprint becomes something you do when you have time, and you never have time.

5 A fifteen-minute Friday review

Three questions: what did the numbers do, what got in the way, and what's the one job for next week? Write the answers, share them with the team, and keep the weekly figures in Systex.

Ioana's example · Language school · Cluj-Napoca

Locked figures from the video

Setting	Language school in Cluj-Napoca
Team	Five teachers, about 120 students
Old pattern	A long January list, forgotten by March. Enrolments flat for two years
One goal	40 new adult students before the autumn term
Result number	New students enrolled
Effort numbers	Trial lessons booked; follow-up calls made within a day
Protected time	Two mornings a week
Friday review	15 minutes, three questions, kept in Systex
Week 5 bump	Trial bookings dropped because of a holiday; follow-up calls had slipped
The fix	One teacher called every trial student the same afternoon
Recovery	Within two weeks, bookings and enrolments were back on track
Result after 13 weeks	34 new adult students, not 40
Price (example)	About $180 a term each
New sales a term	Roughly $6,000 (34 × $180 = $6,120)
After the sprint	The trial lesson system kept working

Example figures. General education, not financial, legal or medical advice. Results vary.

Keep going: five habits

Log your promises and keep them, don’t undo the week at weekends, accept awkward early tries, test your limits safely and double down on what starts working.

1 A self-promise log

Every Monday, write three things you promised yourself you’d do that week. Every Friday, mark each one done or not done. No excuses column. When you keep small promises, you trust yourself with bigger ones.

2 No going backwards at weekends

Rest, yes. Reset to zero, no. Nothing you do on a Saturday or Sunday should undo the week. No late nights before a Monday start, no skipped Monday because the weekend ran long.

3 Expect to feel awkward

The first twenty tries are meant to be bad. Koen’s first cold visits were clumsy. By visit thirty, he had a short pitch that worked.

4 Test your limits safely

Koen added one extra hour of sales visits each weekday for two weeks, then went back to normal. It showed him that two focused hours did more than a scattered day. A sprint is focus, not endless hours.

5 Double down when it starts working

In week seven, offices near the train station said yes far more often than high street shops. Koen put almost every visit into that area and asked happy clients for introductions. The numbers jumped within three weeks.

Koen’s example · Window cleaning · Utrecht

Locked figures from the video

Setting	Window cleaning company in Utrecht
Team	Six cleaners and two vans
Previous sprints	Three, each ending quietly around week four
Goal	60 new monthly contracts with shops and offices
Result after 13 weeks	52 new monthly contracts
Price (example)	About $60 a month each
New recurring sales	Roughly $3,100 a month (52 × $60 = $3,120)
First awkward tries	The first 20 are meant to be bad; a working pitch by visit 30
Safe limit test	One extra hour of sales visits each weekday, for two weeks
What he learned	Two focused hours did more than a scattered day
Double-down (week 7)	Offices near the train station; numbers jumped within three weeks
Tracked in	Systex

Your plan for this week

- Write one ninety-day goal on a card.
- Under it, write one result number and two effort numbers.
- Split the next thirteen weeks into one main job each.
- Block two fixed slots in your calendar, and set a fifteen-minute review every Friday.
- Tell one person on your team about the goal.
- Write three promises for this week, and keep them.
- Put this week’s goal, numbers and promises into Systex.

These are examples, not promises. A sprint is focus, not endless hours. Protect sleep and family time.

Example figures. General education, not financial, legal or medical advice. Results vary.