

# 30-Day Leadership Integration Plan

*From reading the book to using it on the floor, in three ten-day phases.*

## How to use this plan

This plan moves a management team from shared language to daily practice. Each phase pairs reading from the book with one behavior managers practice on real reps that same week. The senior leader running the rollout owns the checkpoints. The plan assumes managers already hold weekly 1:1s; if they do not, start there.

## Days 1 to 10 Foundation and self-audit

**Read:** Prologue and Part I (Chapters 1 to 4). Optional: Chapter 5.

**Objective:** Managers see their own coaching habits honestly before they learn new tools.

### Actions

- Distribute the book to every current and newly promoted manager.
- Each manager answers the Chapter 1 question in writing: **If your team were asked what you care about most, what would they actually say?**
- Each manager picks one rep and writes the question from Chapter 1: **What does this person actually need from me?**
- Before one 1:1, each manager answers the four Chapter 2 prep questions on paper (what the data shows beyond the summary number, what they believe and the evidence for it, the answer the rep will give first, and what they have not verified).
- Each manager runs the Chapter 4 exercise once: walk into one 1:1 with two questions and no answers.
- Optional: run the Chapter 5 exercise. List three things you let slide last week and write the sentence your team heard.

### Leader checkpoint

Day 10 group session (60 minutes). Each manager shares one honest answer from the Chapter 1 question and one thing they learned by asking instead of telling. No grading. The goal is a candid baseline.

### You are done when

- ☐ Every manager has written answers to the Chapter 1 and Chapter 2 prompts.
- ☐ Every manager has run at least one question-first 1:1.
- ☐ The group has held the Day 10 session.

## Days 11 to 20 Diagnose before you prescribe

**Read:** Chapter 8 (EKS). Review Chapter 3.

**Objective:** Every coaching conversation starts with a written EKS diagnosis backed by evidence.

### Actions

- Teach the EKS order: Knowledge first, Strategy second, Effort last.
- Set the rule: **no manager gives corrective feedback until the gap is written down as Knowledge, Strategy, or Effort, with an evidence line and one test question.** This is the Chapter 8 "Carry This Into Your Next 1:1" exercise.
- Use the EKS Clearance Log (Blueprint 1) for any rep who is being escalated or is behind plan.
- In pipeline reviews, ask managers for their diagnosis before their recommendation.
- Each manager completes at least three diagnoses on three different reps.

### Leader checkpoint

Day 20 calibration (60 minutes). Each manager presents one diagnosis. Peers challenge the evidence line. Look especially for effort conclusions that skipped the fairness check.

### You are done when

- ☐ Each manager has three written EKS diagnoses with evidence lines.
- ☐ At least one manager has revised a diagnosis after looking harder at the evidence.
- ☐ The Clearance Log is in use for escalations.

## Days 21 to 30 Conversations that end in commitment

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**Read:** Chapter 9 (OIRC). Review Chapters 6 and 7.

**Objective:** Every coaching conversation follows OIRC and ends with a commitment both people can check.

### Actions

- Teach OIRC using the examples in Chapter 9.
- Each manager runs the Chapter 9 exercise: take the last real piece of feedback they gave, run it through OIRC, and rewrite it.
- Run at least one roleplay per manager from the Roleplay Scenarios document, scored with the rubric.
- Every 1:1 opens by revisiting the last commitment out loud (Chapter 7).
- Managers apply the commitment test to every coaching conversation: what, by when, success, support, follow up.

### Leader checkpoint

Day 30 review. The senior leader sits in on one 1:1 per manager using the Floor Audit Guide, then debriefs with the four Chapter 9 questions: What was your observation? What impact did you explain? What recommendation did you offer? What commitment did the employee make?

### You are done when

- ☐ Every manager has completed a scored roleplay.
- ☐ Every manager has had one observed 1:1.
- ☐ Commitments from 1:1s are written down and revisited.

## Day 31 Keep it going

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Thirty days builds the habit. The Reinforcement Playbook keeps it. Pick at least two reinforcement practices to run for the next quarter, and schedule the Weekly Slack Drills (Blueprint 2).