

The Strategy-to- Execution *Roadmap* Kit



A decision toolkit for leadership teams ready to realign work with the strategy they're funding.



Goal → Priority → Initiative

Mapping Template

HOW TO USE THIS TEMPLATE

For every major initiative currently consuming time and budget, fill in each column.

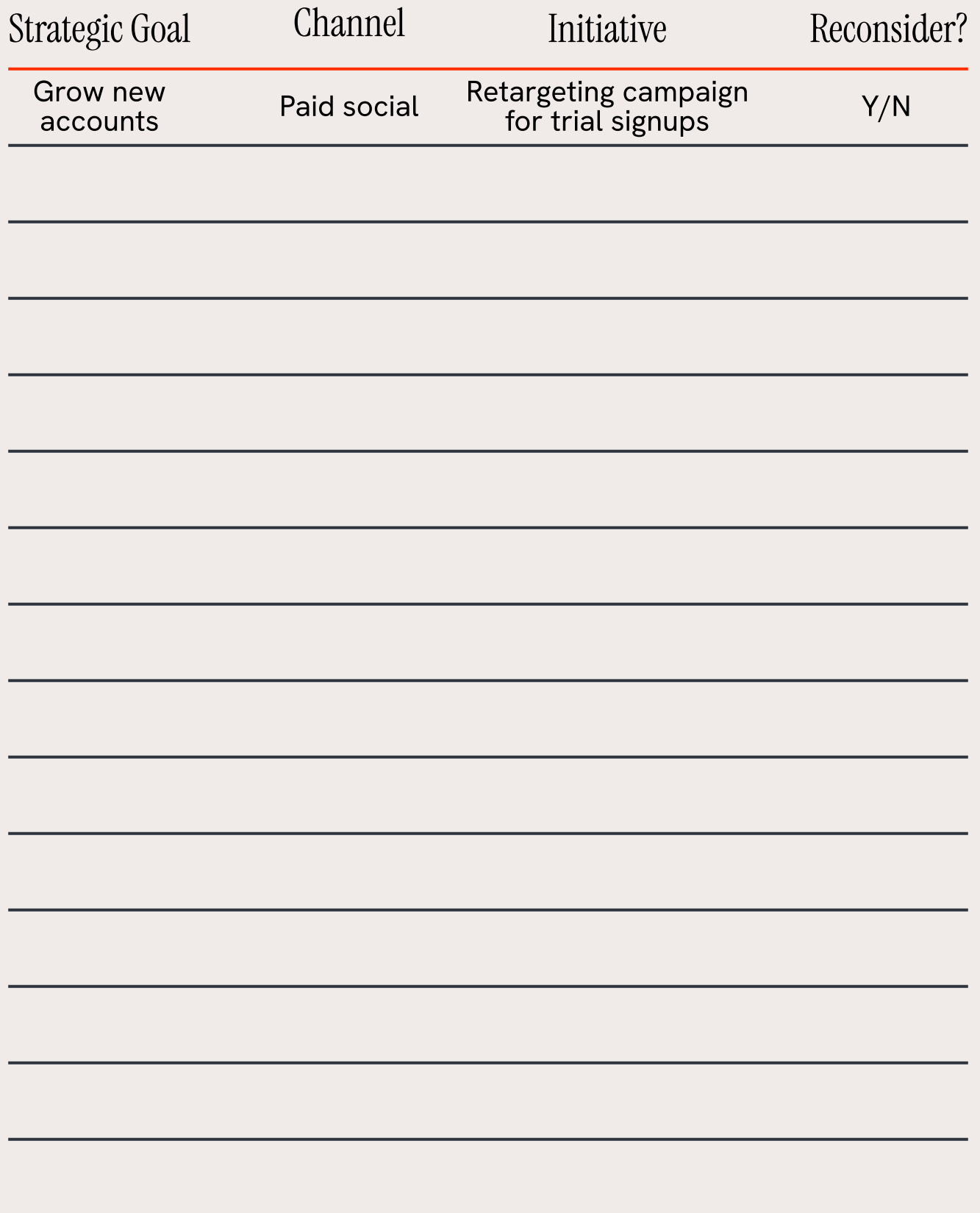
Any initiative that cannot be traced directly to a strategic goal should be reconsidered before the next review period.

List each initiative on its own row. If a single goal has initiatives across multiple channels, use one row per initiative.

Mark “Y” in the “Reconsider?” column if the initiative cannot clearly answer all three of the following:

- **Which specific strategic goal does this directly support?**
- **What measurable checkpoint tells us it is working?**
- **Is it more important than something already underway?**

If any answer is unclear or missing, the initiative has not earned its place on the roadmap.





Monthly Check-in Agenda

Purpose: A reality check, not a status update.

This meeting asks whether current priorities are moving — not whether the team is busy.

Recommended length: 30–45 minutes. If it runs longer, there are too many active priorities.

Attendees: Marketing leadership, channel leads, relevant agency partners.

OPENING *(5 minutes)*

Read the strategic goals out loud. Every time. It's not performative, it resets the room and makes every discussion that follows filter through what the organization is actually trying to accomplish.

Prompt: *"Before we look at the work, let's confirm what we're measuring against. Our current strategic goals are..."*



DECISIONS *(5-10 minutes)*

For each initiative reviewed, leave with one of three decisions:

- **Continue** - It's working or showing credible early signals. No change to approach or resources.
- **Fix** - It's underperforming but salvageable. Name the specific change: different keyword targeting, landing page revision, audience adjustment, budget reallocation. Assign an owner and a deadline.
- **Stop** - It's not working and the cost of continuing exceeds the realistic upside. Free the capacity. Apply the "one-in, one-out" rule if a replacement is proposed.

No initiative leaves the meeting without a decision. "We'll keep an eye on it" is not a decision.

NEW INITIATIVE REQUESTS *(as needed, 5 minutes)*

If a new initiative has been proposed since the last check-in, apply the standard filter before it joins the roadmap:

- Does it clearly support a current strategic goal?
- Does it have a credible path to impact, grounded in data or a real mechanism?
- Do we have the resources to do it well right now?
- Is it more important than something already underway?



NEW INITIATIVE REQUESTS (continued)

If it passes: identify what it displaces. One in, one out.

If it does not pass: it goes into the quarterly reset queue for reconsideration.

Use the script if the request is coming from senior leadership or a high-pressure source:

"I can see why this matters. To take this on now, we would need to pause [X]. Is this important enough to replace that, or should we hold it for the next quarterly reset?"

CLOSE (2 minutes)

Confirm decisions made, owners assigned, and any changes to the active priority list.

The meeting record should be three things:

- **What we decided to continue**
- **What we decided to fix (and how)**
- **What we decided to stop**

If the team leaves with the same list it came in with and no decision was made about anything underperforming, the meeting did not work.



Quarterly Reset Agenda

Purpose: A strategy check, not a progress check. This meeting asks whether the organization is still executing the right priorities, not just whether the current ones are moving.

Recommended length: 60–90 minutes. This is a bigger conversation than the monthly check-in and should be treated as one.

Attendees: Marketing leadership, channel leads, relevant agency partners. Leadership above marketing should be included if available. This is where strategic decisions get made, not just reported.



OPENING (5-10 minutes)

State the business outcomes the organization is working toward. Then ask one orienting question before anything else:

"Have conditions changed since we set these goals? Is there anything in the last 90 days, in the market, in the business, or in performance data, that changes what's worth betting on?"

If the answer is yes, that shapes everything that follows. If the answer is no, proceed.

WHAT MOVED (20 minutes)

Review what produced real movement this quarter and what did not. Draw from actual performance data, not from memory or status reports.

For each active initiative: did it move the goal it was assigned to? Not did it ship, not did the team work hard on it. Did it move the goal?

Prompt: *"If we had to defend each of these to senior leadership today, which ones would we be confident about and which ones would we struggle to justify?"*



DECISIONS *(20–30 minutes)*

Work through each initiative and record a decision. The same three options apply as in the monthly check-in: **continue, fix, or stop**.

The difference here is that the quarterly reset also asks whether the initiative should be redefined, whether the goal it is tied to has shifted enough that the initiative needs a new brief rather than just a tactical adjustment.

For anything being stopped: is there a replacement? If so, apply the one-in-one-out rule and confirm it passes the standard filter before it joins the roadmap.

No initiative leaves the reset without a decision.

ROADMAP FOR NEXT QUARTER *(15–20 minutes)*

Reconnect the updated initiative list to the business outcomes. Does every active initiative still have a clear line to a goal? Are there goals with no active work behind them?

Set the active priority list for the next quarter. Confirm owners. Confirm what the monthly check-in checkpoints will be for each.

CLOSE *(5 minutes)*

Record what was continued, what was fixed and how, what was stopped, and what was added. This becomes the reference document for every monthly check-in until the next reset.



A note on using this kit...

The tools in this kit are the operational version of what was covered in the webinar.

The mapping template makes the strategy visible in the work. The two agendas keep it visible over time and give the organization a structured way to course-correct before drift becomes damage.

What makes them hard to use is the same thing that makes the strategy-execution gap hard in the first place: **every step requires a decision, and decisions require either authority or the willingness to have a difficult conversation.**

These frameworks do not make those conversations easier. They make them possible.

If the gap between your strategy and your execution is bigger than these tools can address on their own, that is the work FourFront does with clients. We would be glad to talk.

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