### 30-60-90 Day Performance Plan Template

| **EMPLOYEE INFORMATION** | |
| --- | --- |
| Employee Name | Job Title |
| Manager Name | Plan Period  From: / / To: / / |

**Company Mission:**

| **DAYS 1-30** | | |
| --- | --- | --- |
| **FOCUS:**  **PRIORITIES:** | | |
| **GOAL** | **FOCUS** | **METRIC** |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |

| **DAYS 31-60** | | |
| --- | --- | --- |
| **FOCUS:**    **PRIORITIES:** | | |
| **GOAL** | **FOCUS** | **METRIC** |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |

| **DAYS 61-90** | | |
| --- | --- | --- |
| **FOCUS:**    **PRIORITIES:** | | |
| **GOAL** | **FOCUS** | **METRIC** |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |
|  | * Learning * Performance * Personal |  |

| **RESOURCES** | | |
| --- | --- | --- |
|  | | |

| **ACKNOWLEDGEMENT** | | | |
| --- | --- | --- | --- |
| I acknowledge that I have had the opportunity to discuss this performance plan with my manager/supervisor and I have received a copy of this plan.  Employee Signature: Date: | | | |
| Manager Signature: Date: | | | |

### 30-60-90 Day Performance Plan Example

| **EMPLOYEE INFORMATION** | |
| --- | --- |
|  | |
| Employee Name | Job Title  *Content Marketing Manager* |
| Manager Name | Plan Period  From: / / To: / / |

**Company Mission:**

| **DAYS 1-30** | | |
| --- | --- | --- |
| **FOCUS:** *Learning*  **PRIORITIES:**   * *Understand the company's mission, growth plan, and product* * *Learn the existing procedures and tools* * *Align on expectations and how to deliver value* | | |
| **GOAL** | **FOCUS** | **METRIC** |
| *Complete new-hire onboarding and product training* | * Learning * Performance * Personal | *All modules in your onboarding program are complete and all 3 product trainings are attended* |
| *Hold meeting with key stakeholders to gain understanding of goals and expectations* | * Learning * Performance * Personal | *Schedule and attend 1:1 meetings with each department manager and write 3 key objectives from each meeting* |
| *Review current procedures and become familiar with key workflows* | * Learning * Performance * Personal | *Successfully upload website content and schedule ad campaigns* |

| **DAYS 31-60** | | |
| --- | --- | --- |
| **FOCUS:** *Contributing*    **PRIORITIES:**   * *Identify KPIs* * *Update editorial style guidelines* * *Implement content strategy* | | |
| **GOAL** | **FOCUS** | **METRIC** |
| *Perform content audit and identify marketing KPIs* | * Learning * Performance * Personal | *Identify and report 5 KPIs for the marketing team* |
| *Build a style guide* | * Learning * Performance * Personal | *Develop and write a comprehensive brand style guide to communicate brand voice and audience persona* |
| *Create a content strategy for the next 6 months* | * Learning * Performance * Personal | *Content strategy will include a content calendar, SEO plan, and distribution plan for the next 6 months of content* |

| **DAYS 61-90** | | |
| --- | --- | --- |
| **FOCUS:** *Executing*    **PRIORITIES:**   * *Build writer pipeline* * *Produce content* * *Test distribution channels* | | |
| **GOAL** | **FOCUS** | **METRIC** |
| *Source and onboard freelance writers* | * Learning * Performance * Personal | *Onboard 3 freelance writers and set working cadence to produce content* |
| *Create content briefs* | * Learning * Performance * Personal | *Write and distribute comprehensive content briefs for first 3 blogs* |
| *Publish content* | * Learning * Performance * Personal | *Publish content scheduled on the content calendar and distribute across brand channels* |
| *Assess distribution channels* | * Learning * Performance * Personal | *Create a report to present data assessing content performance and distribution effectiveness.* |

| **RESOURCES** | | |
| --- | --- | --- |
| * *Company Handbook* * *Hubspot Training Modules* * *SEMRush SEO tools* | | |

| **ACKNOWLEDGEMENT** | | | |
| --- | --- | --- | --- |
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| Manager Signature: Date: | | | |