

PRINCIPLE #3: ROADMAP

A destination tells you where you are going. A roadmap tells you what deserves your attention next.

THE ROADMAP REMOVES RANDOMNESS.

You do not need to learn everything about business at once. You need the skill, decision or action required by the milestone in front of you.

DESTINATION

Where am I going?

MILESTONE

What must be true next?

SKILL

What do I need to learn for that milestone?

ACTION

What must I do with what I learned?

DONE

What proves this step is complete?

LEARN FOR THE ROAD YOU ARE ON - NOT FOR EVERY ROAD THAT EXISTS.

FROM DESTINATION TO TODAY

A roadmap becomes useful when a large goal can be translated into today's next move.

DESTINATION

The business/result you committed to.

90-DAY TARGET

A meaningful checkpoint - not the entire dream.

CURRENT MILESTONE

The one result you are working to complete now.

THIS WEEK

The few actions that move that milestone.

TODAY

The next concrete action you can actually perform.

WHEN YOU FEEL OVERWHELMED:

Move down the roadmap. Stop asking how to finish the whole journey and identify the next milestone, then the next action.

THE ROADMAP IS ALLOWED TO CHANGE

Planning is not predicting the future perfectly. It is choosing a route, moving, and updating it with evidence.

KEEP

Evidence says it works.

ADJUST

Evidence shows friction.

PARK

Useful, but not now.

Continue the route.

Change the tactic,
message, sequence or
tool.

Record it and protect the
current milestone.

BEFORE CHANGING THE ROADMAP, ASK:

- What evidence changed?
- Is the destination still valid?
- Is this a route problem or a destination problem?
- What is the smallest useful adjustment?

THE ROADMAP GIVES YOU DIRECTION WITHOUT MAKING YOU A PRISONER OF THE PLAN.