

The
**INTENTIONAL
ACTION
PLANNER**

TURN CLARITY INTO CONCRETE STEPS



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The Intentional Action Planner

Turn Clarity Into Concrete Steps



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Welcome

You know what you want. Or at least you have a sense of it. The challenge is not the knowing. It is the doing.

This workbook exists because I have watched too many people with clear visions stay stuck because they did not have a plan to match. They had the desire but not the structure. The motivation but not the system.

I built this planner to be the bridge between your clarity and your results. It is practical, it is direct, and it is designed to be used, not just read.

Show up for the exercises. Do the weekly planning. Track your progress. And when you fall off, come back. That is the whole process.

With intention,

Jennifer McCray

Creatorz Consulting Group

CHAPTER 1

The Foundation of Intentional Action

Intention without action is just a wish. And action without intention is just busy work. The sweet spot is where the two meet: knowing what you want and building a real plan to get there.

This workbook is about closing the gap between where you are and where you want to be. Not with vague goals or motivational quotes, but with concrete steps that you can actually follow through on.

The distance between your dreams and your reality is measured in actions, not ideas.

Why Plans Fail

Most plans fail for one of three reasons: they are too vague, they are too ambitious, or they do not account for real life. A good plan is specific enough to follow, realistic enough to sustain, and flexible enough to survive the unexpected.

EXERCISE

Past Plan Audit

Think about a goal you set in the past that did not work out. What went wrong? Was the plan too vague? Too big? Did life get in the way? Write down what you learned.

Setting Your Starting Point

Before you plan where to go, get clear on where you are. What resources do you have? What constraints are you working with? What is your current capacity for change?

EXERCISE

Resource Inventory

List your current resources: time available per week, financial resources, support system, skills, and energy level (1-10). Be honest about your starting point.

REFLECT ON THIS

What would change if you stopped planning for the person you wish you were and started planning for the person you actually are right now?

CHAPTER 2

Building Your Action Framework

A goal without structure is just a hope. Structure is what turns "I want to change my life" into "Here is exactly what I am doing this week to make that happen."

Structure is not a cage. It is a bridge between where you are and where you want to be.

The 90-Day Focus

Ninety days is long enough to make real progress and short enough to maintain focus. Instead of setting yearly goals that fade by February, pick one to three priorities for the next 90 days and build everything around them.

EXERCISE

90-Day Priority Setting

Write down 1 to 3 priorities for the next 90 days. For each one, describe what success looks like at the end of those 90 days. Be specific.

Breaking It Down

Take each 90-day priority and break it into monthly milestones. Then break each month into weekly targets. Then break each week into daily actions. The smaller you break it down, the easier it is to actually do.

EXERCISE

Monthly Milestone Map

For your top priority, write down what you need to accomplish in Month 1, Month 2, and Month 3 to hit your 90-day target.

REFLECT ON THIS

What is the smallest possible action you could take today that would move you forward?

CHAPTER 3

Weekly Planning That Works

Weekly planning is where the real work happens. It is the bridge between your big vision and your daily life. Without it, weeks slip by and you wonder where the time went.

How you spend your weeks is how you spend your life.

The Weekly Planning Ritual

Set aside 20 to 30 minutes at the start of each week. Review what happened last week. Celebrate what worked. Adjust what did not. Then set your targets for the coming week.

REFLECT ON THIS

What are you saying yes to that is actually a no to your priorities?

CHAPTER 4

Accountability and Momentum

Accountability is not about punishment. It is about having a system that keeps you honest with yourself. Because motivation comes and goes, but systems keep you moving even when you do not feel like it.

You do not rise to the level of your goals. You fall to the level of your systems.

Building Your Accountability System

There are different types of accountability, and different ones work for different people. Some people need an external partner. Some people need a tracker they check every day. Some people need consequences. Figure out what works for you.

EXERCISE

Accountability Design

Answer these questions:

1. Do I do better with internal or external accountability?
2. Who in my life could be an accountability partner?
3. What tracking method would I actually use daily?
4. What consequence would I set for not following through?

When You Fall Off Track

You will fall off track. That is not failure. That is being human. What matters is how quickly you get back on. Do not waste time beating yourself up. Just look at what happened, adjust, and start again.

EXERCISE

Recovery Protocol

Write your personal protocol for getting back on track. What will you do the moment you realize you have fallen off? Make it simple and specific.

REFLECT ON THIS

What if falling off track was not a sign of failure but a normal part of the process?

CHAPTER 5

Tracking Progress and Staying the Course

Progress is not always visible in the moment. Sometimes you are doing the work and it feels like nothing is changing. But change is happening beneath the surface, and it will show itself when the time is right.

Trust the process even when you cannot see the progress. Especially then.

Measuring What Matters

Not everything that counts can be counted, and not everything that can be counted counts. Track the metrics that actually reflect your progress, not just the ones that look good on paper.

EXERCISE

Progress Metrics

For each of your 90-day priorities, define 2 to 3 metrics you will track. Include at least one that measures effort (what you put in) and one that measures results (what you get out).

The 90-Day Review

At the end of your 90-day cycle, do a full review. What did you accomplish? What did you learn? What would you do differently? Then set your next 90-day priorities and start again.

REFLECT ON THIS

What would your life look like after four rounds of intentional 90-day cycles?

Keep Going

You now have a system. Not just ideas, not just motivation, but an actual framework for turning your vision into daily action.

Use it. Come back to it. Let it evolve as you do.

If you want hands-on support in building and executing your action plan, that is exactly what I do in my one-on-one consulting sessions.

Book a session:

calendly.com/worldcreatorz-info/60min

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