



GROW YOURSELF
ACADEMY
SINCE 2002

MANAGER MASTERY

90 DAY ROADMAP

9 Shifts

From Leading the Work
To Leading What Lasts



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We Don't Make
Leadership Easy.
We Make It Possible.™

THE PURPOSE OF THIS ROADMAP

This Roadmap turns Manager Mastery™ from reading into repeated workplace behavior. It combines the Book's teaching, the Study Guide's reflection and worksheets, the Implementation Guide's workplace actions, the 90-question Developmental Self-Assessment, the nine approved tools, and the 30-day capstone into one 90-day sequence.

The sequence is intentionally simple: stabilize leadership during Days 1–30, build team systems during Days 31–60, and multiply capability during Days 61–90. Every week produces evidence that can be reviewed at the end of the program.

*"Your job is no longer to be the best at doing the work.
Your job is to bring out the best in other people."
-Jerry Ervin*

OPTIONAL ACCOUNTABILITY PARTNER

You may designate a Manager, HR partner, mentor, team member, family member, or another trusted person to review your learning, evidence, and workplace application. This person is not a grader, gatekeeper, certifier, or advancement decision-maker. Their participation and sign-off are optional. Self-completion remains sufficient. The shared agreement belongs in the Implementation Guide.

The 90-Day Manager Mastery Roadmap: From Maker to Multiplier

Days 1–30:
Establish Foundation and Trust



Conduct 1:1 listening tours and apply the Clarity Check to all directives.

Days 31–60:
Install Systems and Build Capacity



Apply the Priority Filter and delegate tasks using the Delegation Starter Map.

Days 61–90:
Scale Impact and Multiplier Identity



Deliver BITE model feedback and evaluate success by team independence.

Essential Execution Frameworks

The Trust Triangle: Honesty, Fairness, and Follow-Through



Professional trust holds firm only when all three pillars are consistently maintained together.

Jerry's Three Balls Priority Filter



The Confirmation Script Sign-Off



HOW TO USE THE ROADMAP

1. The 90-question Developmental Self-Assessment is recommended but optional. If you use it, complete the baseline before Week 1. It is not a completion requirement.
2. Use the Book to learn the week's Shift and the Study Guide to complete the related reflection and worksheet.
3. Use the Implementation Guide to apply the Shift in one real workplace situation.
4. Keep the evidence named in this Roadmap. Evidence matters more than good intentions.
5. Review progress every 30 days. If you completed the baseline assessment, complete the follow-up at Day 90 using the same questions, order, response scale, and scoring method.

THE 90-DAY ARCHITECTURE

Phase	Days	Primary Shifts	Leadership Result
Stabilize	1–30	Trust, Communication, Priority	The team experiences fairness, clarity, and visible priorities.
Build	31–60	Team, Feedback, Meeting	The Manager develops capacity, coaches performance, and creates operating rhythm.
Multiply	61–90	Conflict, Delegation, Identity	The Manager resolves tension, transfers responsibility, and reduces expert dependence.

BASELINE BEFORE DAY 1

- Complete all 90 assessment items and record each Shift total out of 50 and the overall raw total out of 450.
- Identify the strongest Shift, the lowest-scoring Shift, and one workplace consequence of the lowest score.
- Optionally review the team's three most important 90-day outcomes with a Manager, Sponsor, or Accountability Partner.
- Create an evidence folder for worksheets, meeting outputs, conversation plans, delegation agreements, and follow-up notes.
- Choose one team or work problem that will serve as the real-world test case throughout the program.

Baseline Item	Record
Overall assessment score	_____ / 450
Strongest Shift	_____
Priority development Shift	_____
Three 90-day team outcomes	1. _____ 2. _____ 3. _____
Workplace test case	_____

Manager Mastery: The 90-Day Operating Rhythm

Daily & Weekly Alignment Cadence



DAILY: Set Priorities Before Email

- Choose **two priority outcomes** before opening email and apply the Priority Filter™ to new work.



WEEKLY: Run 3P Team Reviews

- Name the team's Top 3 outcomes and lead a Progress, Priorities, Problems review.



WEEKLY: Practice & Retain Evidence

- Apply one **Shift** in a real situation and document tangible evidence of progress.

Bi-Weekly & Milestone Review Cadence



EVERY TWO WEEKS: Review Commitments

- Audit delegated work
- Conflict agreements
- Feedback commitments
- Meeting follow-through.

DAYS 30, 60, & 90: Evaluate Progress

DAY 
30

- Review results, evidence, assessment signals, and identify the next behavior to strengthen.

DAY 
60

- Review results, evidence, assessment signals, and identify the next behavior to strengthen.

DAY 
90

- Review results, evidence, assessment signals, and identify the next behavior to strengthen.

Manager Mastery: The 90-Day Roadmap

(Week 1: The Trust Shift™)

PHASE ONE (DAYS 1–30): **STABILIZE**

Initiating "The Trust Shift™," shifting team dynamics from casual peer friendships to dependable, consistent leadership through deliberate listening and boundary setting.



Establish Consistent Leadership

Guide new managers to build leadership trust, reset peer boundaries, and create clarity.

WEEK 1 ACTION FRAMEWORK (DAYS 1–7)



Conduct a Team Listening Tour & Reset Boundaries

Interview each team member to identify needs and reset boundaries with former peers.



Core Manager Move: Listen Before Explaining

Avoid defending your personal style or making promises you cannot sustain.



Week 1 Alignment Checkpoint

Ensure every team member can articulate what they consistently expect from you.

PEER FRIENDSHIPS DEPENDABLE LEADERSHIP



7/90

REQUIRED ASSETS & COMPLETION EVIDENCE



Apply GYA Core Toolkit Assets

- Leverage The Trust Builder™ Worksheet
- Study Guide reflections
- Implementation Guide plan



Document & Retain Implementation Evidence

- Maintain completed trust maps, repair action logs, listening notes, closed commitments

PHASE ONE STABILIZE DAYS 1 TO 30

Leadership Target: Create Trust, Clarity, &
A Visible Method for Deciding What Matters.

Week 1 Days 1–7 The Trust Shift™

Weekly outcome. The team begins to experience consistent, fair, and dependable leadership.

What To Do	Use This Asset	Evidence To Retain
Complete a listening tour with each team member. Reset role boundaries with former peers. Identify one promise or follow-through gap and close it. Ask what each person needs from a manager to do their best work.	Book lesson; Study Guide reflection; The Trust Builder™ and Trust Builder Worksheet™; Implementation Guide action plan.	Completed trust map, one repair action, listening-tour notes, and one closed commitment.

Manager move. Listen before explaining. Do not defend your style or promise changes you cannot sustain.

Checkpoint. Can each team member describe what they can consistently expect from you?

Week 2 Days 8–14 The Communication Shift™

Weekly outcome. Important assignments include purpose, outcome, owner, standard, deadline, and follow-up.

SAMPLE

Week 3 Days 15–21 The Priority Shift™

Weekly outcome. The team knows what matters now, what can wait, and what must be protected.

SAMPLE

Week 4 Days 22–30 Phase One Integration

Weekly outcome. Trust, clarity, and priorities operate as one management rhythm.

SAMPLE

DAY 30 REVIEW

Review Question	Evidence or Answer
What trust behavior did the team experience repeatedly?	
Where did clarity prevent rework or confusion?	
What did we move, pause, delegate, or stop?	
What will I repeat during Days 31–60?	

PHASE TWO BUILD DAYS 31 TO 60

Leadership Target: Build Team Capacity, Coach Performance, and Create Meetings That Produce Decisions & Follow-Through.

Week 5 Days 31–37 The Team Shift™

Weekly outcome. The Manager understands strengths, growth gaps, capacity limits, and dependency risks across the team.

SAMPLE

Week 6 Days 38–44 The Feedback Shift™

Weekly outcome. One needed feedback conversation happens clearly, respectfully, and with support for improvement.

SAMPLE

Week 7 Days 45–51 The Meeting Shift™

Weekly outcome. One recurring meeting produces decisions, owners, next actions, deadlines, and follow-up.

SAMPLE

Week 8 Days 52–60 Phase Two Integration

Weekly outcome. Team capacity, feedback, and meetings reinforce one another.

SAMPLE

DAY 60 REVIEW

Review Question	Evidence or Answer
What capacity or dependency risk did I address?	
What changed after the feedback conversation?	
What meeting now produces clearer outputs?	
What work should move away from me during Days 61–90?	

PHASE THREE MULTIPLY DAYS 61 TO 90

Leadership Target: Address Tension Early, Develop Others Through Delegation, & Measure Success Through Team Capability Rather Than Personal Output.

Week 9 Days 61–67 The Conflict Shift™

Weekly outcome. One real tension is addressed before it becomes a performance or culture problem.

Week 10 Days 68–74 The Delegation Shift™

Weekly outcome. One meaningful responsibility transfers with clear authority, guardrails, support, and learning.

SAMPLE

Week 11 Days 75–81 The Identity Shift™

Weekly outcome. The Manager deliberately reduces expert dependence and increases leader behavior.

SAMPLE

Week 12 Days 82–87 Phase Three Integration

Weekly outcome. Conflict, delegation, and leadership identity operate as a multiplier system.

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Manager Mastery™: Week 13

Final Review & Continuation Plan

(Days 88–90)

Final Review & Assessment Execution

Re-Evaluate and Compare Raw Baseline Scores



Repeat the 90-question assessment to measure Shift-by-Shift growth and complete the final capstone.

Strategic Manager Moves & Continuation

Validate Self-Report Scores with Workplace Evidence



Higher self-report scores indicate growth signals; verify real behavioral change through tangible work output.

Compile and Retain Multiplier Evidence



Archive baseline comparisons, completed capstones, sponsor reviews, and continuation decisions in your evidence folder.

Lock in the 30-Day Practice Plan



Select the next Shift to practice and establish habits to sustain over the next month.

Week 13 Days 88–90 Final Review & Continuation

Weekly outcome. The participant documents change, names the next development priority, and leaves with a 30-day continuation plan.

What To Do	Use This Asset	Evidence To Retain
Repeat the 90-question assessment using the same items, order, scale, and scoring. Compare Shift totals and overall raw score. Complete the final capstone. Optionally review evidence with a Manager, Coach, Sponsor, or Accountability Partner. Select the next Shift to practice.	Follow-up assessment; baseline comparison; final 30-day Manager Mastery™ Practice Plan; evidence folder.	Baseline and follow-up comparison, overall change, Shift-by-Shift change, completed capstone, sponsor review, and continuation decision.

Manager move. A higher self-report score is a development signal. Workplace evidence shows whether behavior actually changed.

Checkpoint. What will you continue for the next 30 days, and what evidence will show it is becoming a habit?

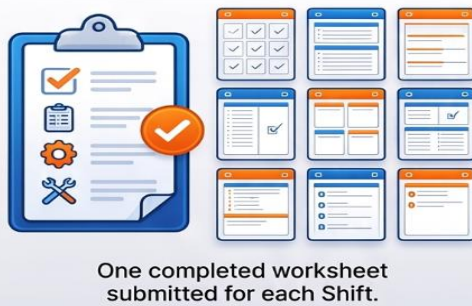
Manager Mastery™: Day 90 Evidence Review

Core Assessment & Program Artifacts

Baseline & Follow-Up Scores



Completed Tool Worksheets



Capstone Practice Plan



Practical Application & Team Impact

Direct Workplace Applications



Demonstrated Team Results



DAY 90 EVIDENCE REVIEW

Evidence Category	Minimum Evidence
Assessment	Baseline and follow-up scores for all 9 Shifts plus overall raw total.
Tools & worksheets	One completed worksheet for each Shift.
Workplace Application	At least one real application for each Shift, with dates or outputs.
Team Results	Examples of reduced confusion, stronger follow-through, improved meetings, resolved tension, or increased ownership.
Capstone	Completed 30-day Manager Mastery™ Practice Plan and continuation decision.

BASELINE AND FOLLOW UP COMPARISON

Shift	Baseline	Follow-up	Change
1. The Trust Shift	___ / 50	___ / 50	___
2. The Communication Shift	___ / 50	___ / 50	___
3. The Priority Shift	___ / 50	___ / 50	___
4. The Team Shift	___ / 50	___ / 50	___
5. The Feedback Shift	___ / 50	___ / 50	___
6. The Meeting Shift	___ / 50	___ / 50	___
7. The Conflict Shift	___ / 50	___ / 50	___
8. The Delegation Shift	___ / 50	___ / 50	___
9. The Identity Shift	___ / 50	___ / 50	___
Overall Raw Total	___ / 450	___ / 450	___

FINAL 30 DAY PRACTICE PLAN

1. My strongest Shift right now is:
2. The Shift I most need to practice is:
3. One trust behavior I will repeat is:
4. One expectation I will clarify is:
5. The team's Top 3 outcomes are:
6. One capacity risk I will address is:
7. One feedback conversation I will hold is:
8. One meeting I will redesign is:
9. One conflict or tension I will reset is:
10. One responsibility I will delegate for development is:
11. One expert habit I will reduce is:
12. One leader behavior I will increase is:
13. What I want my team to do without me in 30 days is:
14. My first action within 24 hours is:



Manager Mastery™: Completion & The Road Ahead

This visual summary serves as the final capstone note for the Manager Mastery™ book by architect Jerry Ervin. It outlines the self-confirmation requirements to wrap up Program 1, clarifies the path toward Leadership Certification, and provides guidance for selecting subsequent programs in the **Maker to Multiplier™** ecosystem.

PROGRAM COMPLETION CRITERIA

✓ Complete All Core Program Milestones



Finish all 9 Shifts, official tools, worksheets, knowledge checks, reviews, and practice plan.

Self-Confirmation is Sufficient



Direct submission is not required unless you are pursuing formal Leadership Certification (80% pass rate).

NEXT STEPS IN THE JOURNEY

Flexible Program Progression



Select your next program based on immediate development needs; mandatory completion sequence is not required.

"We Don't Make Leadership Easy. We Make It Possible.™"



Transition from Maker to Multiplier by building systems and developing future leaders.



PERSONAL CLOSING MESSAGE

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