

The Strategic Planning Waterfall

Setup Guide

A connected set of planning sessions that cascades from your three-year 10x vision all the way down to what you do this week — so every quarter, month, and week ladders up to the same north star instead of drifting on its own. You're guided one question at a time; each level reads the one above it. About 10 minutes to set up.

STEP 1

Install in Claude Cowork

1. Open Cowork, then Customize → Plugins
2. Under Personal plugins, click + → Add marketplace → Add from a repository
3. Paste: <https://github.com/maeve-ferguson-consulting/strategic-planning-waterfall>
4. Click Sync, then find The Strategic Planning Waterfall and click Add or Install.

This repository is public, so no GitHub account is needed. For later updates, reopen Customize → Plugins and click Update.

Using Claude Code instead? Run these two commands:

```
/plugin marketplace add maeve-ferguson-consulting/strategic-planning-waterfall
/plugin install strategic-planning-waterfall@strategic-planning-waterfall
```

STEP 2

Set up your brand context (first time only)

Run:

```
/brand
```

A short, one-question-at-a-time interview that captures your company name, voice, colours, and audience into a BRAND.md file. Every planning session below reads from it, so your plans come back branded to you, not to us.

STEP 3

Run the cascade

Work top-down, in this order:

Command	What it does
/plan-year	Your 3-year 10x vision, the 80% to eliminate and 20% to amplify, and this year's three initiatives
/plan-quarter	The ONE 10x outcome for the next 90 days, with monthly milestones
/plan-month	This month's Big 3 goals, tied to the quarterly outcome, plus your ideal week
/plan-week	A fast Friday review-and-plan against the monthly Big 3

Each one produces a branded, interactive HTML plan plus a spreadsheet tracker (except the weekly check-in, which is a fast conversational session with no file output). Run /plan-year and /plan-quarter once each; /plan-month monthly; /plan-week every week.

Questions? Reply to the email this came from, or reach out at hello@maeveferguson.com.

Prefer to browse this online? github.com/maeve-ferguson-consulting/strategic-planning-waterfall

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