The 90-Day Hiring Roadmap

Hire like you forecast revenue.

Most teams plan growth to the dollar and headcount with a shrug. Here's the fix — plus a tracker to run it.

Built for founders, COOs & CFOs hiring on a plan, not in a panic.

spinhire.us

THE PROBLEM

You can tell me next quarter's revenue target within a few points. You can name the deals that get you there. Ask when you'll need your next three hires, and the honest answer is usually "whenever someone quits."

That's not a hiring plan. That's a smoke alarm.

Reactive hiring — posting a job the week someone resigns — is one of the most expensive habits a growing company has, and the cost is invisible. You overpay to move fast. You settle because the seat's been empty too long. You burn 110+ hours you'll never get back. Planned hiring costs the same headcount and a fraction of the chaos.

Here's the next 90 days, built around the three moves that matter: **plan, source, close.** Run it with the tracker at the end.

THE ARC

The next 90 days, in three moves

01	02	03
Days 1–30	Days 31–60	Days 61–90
Plan	**Source & score**	**Close**

1

DAYS 1–30

Plan against growth, not against attrition

Stop asking "who do we need." Ask "what has to be true about this business in two quarters, and who makes it true."

- Tie every open role to a specific growth milestone — a revenue number, a launch, a margin you're trying to protect. If a role doesn't connect to one, it's a nice-to-have, and nice-to-haves wait.
- Write the 12-month outcome for each role before you write a word of the posting. "Owns the monthly close and gives leadership a forecast they trust" is a hire. "General accounting support" is a wish.
- Set a target start date and count backward. Two-to-four weeks to hire, plus notice period, means the role you need filled in September gets opened in July — not August, in a panic.

> THE REFRAME
>
> **You don't have a hiring problem at the end of the quarter. You have a planning gap at the start of it.**

SEQUENCE

Which role goes first

Not all hires are equal, and order is leverage. The wrong first hire doesn't just underperform — it blocks the next three.

HIRE FIRST

When the role unlocks other roles: a controller before you add more AP staff; an ops lead before you scale the team they'll manage; the person who builds the system before the people who run it. Foundation before furniture.

DELAY

When the role only makes sense at a scale you haven't hit yet. Hiring ahead of the work feels ambitious. It mostly produces an expensive, bored, soon-to-leave employee.

Rank every open role by one question: *what breaks first if this seat stays empty?* That's your order.

2

DAYS 31–60

Source and score

A vetted shortlist should land in about a week, not a month of inbox archaeology. Once it does, the risk shifts from "not enough candidates" to "deciding badly between good ones."

Fix that with a scorecard you build *before* you meet anyone. Four criteria, weighted, same for every candidate:

1

Outcomes fit

Can they own the 12-month result you defined in week one?

2

Skill evidence

Proof they've done the actual work, not adjacent work.

3

Trajectory

Are they climbing toward this role, or sliding sideways into it?

4

Team & values

Would they raise the bar of the room they're joining?

Score as you go. Decide on the numbers. The scorecard is the difference between conviction and a fifth interview you scheduled because you couldn't choose.

3

DAYS 61–90

Close – the part everyone fumbles

An accepted offer is not a hire. It's a reservation — and reservations get cancelled.

The offer-to-start window is where pipelines quietly leak: the counteroffer you didn't see coming, the three weeks of silence before day one that a competitor uses to swoop, the slow "let me think about it" that's really a "no." You did the hard work. Don't lose it in the last mile.

- Stay in contact between accept and start. Warmth now prevents ghosting later.
- Get the start date in writing and the first week planned. People don't bail on a plan they can already picture.
- Assume every strong candidate has a counteroffer coming. Pre-empt it in the offer conversation instead of reacting to it.

BUILD VS. BUY

Be honest about who runs this

The roadmap works. The real question is who has the hours to execute it on top of their day job.

DIY

IN-HOUSE

DIY makes sense when you hire rarely, the role is junior, and someone on your team genuinely has the bandwidth. (Be honest about that last one.)

Contingency recruiter

ONE-OFF SEARCH

Makes sense for a one-off senior search you can't run yourself — but you're paying **20–35% of salary**, and a fee that only pays out on a placement is a fee that's incentivized to place, not to find the best fit.

Embedded membership

HIRING REPEATEDLY

- No placement fee
- Unlimited open roles
- Vetted shortlist in about a week
- Hires in 2–4 weeks, ~75% less than an agency
- Backed by a Happy Hire Guarantee

You run the roadmap. We run the 110 hours.

There's no universally right answer. There's a right answer for the next 90 days. Pick deliberately instead of by default.

RUN IT

Turn the plan into one working file

The 90-Day Hiring Tracker (downloadable, attached) turns all of the above into one working file: a week-by-week plan, a role-priority sequencer, and a candidate scorecard that totals and recommends for you. Fill it in once and your quarter stops running on adrenaline.

INCLUDES

90-Day Hiring Tracker

If mapping your actual next 90 days sounds more useful than a blank template, that's the conversation worth having.

YOUR NEXT MOVE

Run the numbers on the savings calculator, then book a hiring strategy call.

2–4	**75%**	**$0**	**110+**	**1 in 4**
weeks to hire	less than an agency	placement fee	hours saved per hire	shortlisted gets hired

Bring your growth goals; we'll build the hiring plan that gets you there.

Book a hiring strategy call →