A clear operational delivery plan shows **exactly how the business fulfills its promise**—step-by-step, consistently, and without chaos. These examples give operators a concrete picture of what "delivery clarity" looks like across different business types. They're written to match the tone and structure of your Illuminate ecosystem and can be dropped directly into your guide.

🧱 Service Delivery Plan Examples

These plans outline how a service business delivers work from start to finish.

---

1. Standard Operating Delivery Plan (Home Services / Trades)

A delivery plan is clear when it includes:

- Job intake and confirmation

- Pre-arrival checklist

- On-site workflow

- Quality control steps

- Client sign-off

- Post-service follow-up

Example:

A repair technician follows a 6-step workflow: confirm appointment → pre-arrival checklist → diagnose → repair → verify → send completion report.

---

2. Project-Based Delivery Plan (Consulting / Creative Work)

A project delivery plan is validated when it includes:

- Discovery call

- Scope confirmation

- Milestone schedule

- Weekly check-ins

- Deliverable review

- Final handoff

Example:

A consultant delivers a "30-Day Strategic Reset" using a fixed sequence: intake → analysis → weekly strategy calls → final roadmap → 14-day support window.

---

3. Recurring Delivery Plan (Retainers / Monthly Services)

A recurring plan is clear when it includes:

- Monthly kickoff

- Weekly deliverables

- Reporting cadence

- Communication rules

- Renewal checkpoints

Example:

A marketing agency runs a monthly cycle: week 1 planning → week 2 production → week 3 optimization → week 4 reporting.

📦 Productized Service Delivery Plan Examples

These plans turn services into predictable, repeatable "products."

---

4. Fixed-Scope Delivery Plan (Productized Consulting)

A productized plan is validated when:

- Scope is fixed

- Timeline is fixed

- Deliverables are fixed

- No customization is required

Example:

A strategist delivers a "7-Day Clarity Sprint" with a strict workflow: intake → situation map → strategic lenses → decision model → execution blueprint.

---

5. Done-For-You Delivery Plan (Operations / Systems Setup)

A DFY plan is clear when it includes:

- Access collection

- System setup

- Testing

- Training

- Final handoff

Example:

A systems consultant installs a CRM in 5 steps: gather assets → build → test → train team → handoff with SOPs.

🧩 Digital Product Delivery Plan Examples

These plans ensure digital products reach customers reliably.

---

6. Automated Delivery Plan (Courses / PDFs / Templates)

A digital delivery plan is validated when:

- Purchase triggers instant access

- Emails deliver login or download links

- Support instructions are included

- Refund process is documented

Example:

A course creator uses an automated sequence: purchase → welcome email → login details → onboarding video → support link.

---

7. Hybrid Delivery Plan (Digital + Coaching)

A hybrid plan is clear when:

- Digital content is delivered instantly

- Coaching sessions follow a fixed cadence

- Progress checkpoints are scheduled

Example:

A coach delivers a 6-week program: module unlocks weekly → 1 coaching call per week → final review session.

🧭 Operational Delivery Plan Examples (Internal Systems)

These plans ensure the business itself runs smoothly.

---

8. Client Onboarding Delivery Plan

A strong onboarding plan includes:

- Intake form

- Welcome packet

- Expectations briefing

- First deliverable timeline

- Communication rules

Example:

A consultant sends a welcome packet → schedules kickoff → shares project timeline → sets communication rules → begins delivery.

---

9. Quality Assurance Delivery Plan

A QA plan is validated when:

- Every deliverable is checked

- Standards are documented

- Errors are corrected before delivery

Example:

A design agency uses a 3-step QA: internal review → client preview → final polish.

10. Offboarding Delivery Plan

A clear offboarding plan includes:

- Final deliverables

- Documentation

- Access removal

- Feedback request

- Next-steps offer

Example:

A service provider delivers final files → removes access → sends feedback form → offers maintenance package.

🔍 What Makes a Delivery Plan "Clear"?

A delivery plan is clear when it:

- Defines **every step** from start to finish

- Removes guesswork for the operator and client

- Ensures consistent quality

- Reduces delays and confusion

- Can be followed by any team member

- Works even when the owner is not involved

A business without a delivery plan relies on memory, improvisation, and luck—leading to inconsistent results and client frustration.