

Senior Executive Weekly Review

Date: _____

1. What worked last week?
2. What didn't?
3. What did I/we learn?
4. **Strategy:** What do I/we need to do this week to better position and differentiate our business and offerings? And what do I/we need to do to innovate the next iteration of our products and services?
5. **Marketing:** What do I/we need to do this week to ratchet up our company's ability to attract, retain and/or delight our customers? And is there anything we need to do to increase the average transactional value of a purchase and/or the average lifetime value of a customer?
6. **Money:** What do I/we need to do this week to make better well-reasoned financial decisions that can both fuel and sustain our growth?
7. **Leadership:** What do I/we need to do this week to better attract, motivate and leverage the talented group of the people in our company? And is there anything I need to communicate to them this week to keep morale high and for them to feel informed?
8. **Management:** What do I/we need to do this week to make sure we're executing our strategy effectively, completing our projects on time and/or raising our level of execution excellence?
9. **You:** What do I need to work on this week to improve my productivity, mindset, skill set and/or knowledge base so that I'm the best version of me to lead this company while doing everything I can to avoid becoming the bottleneck?