Daily CEO Checklist

This 10-point daily checklist is designed for founders who want to scale from \$1M to \$10M and beyond. Use it as a daily ritual to refocus your energy, stay anchored to the high-leverage work that matters, and measure whether you're truly leading...or just staying busy.

	I know our company's current bottleneck to scale. The most critical "red" metric on our Scorecard is clear and top-of-mind.
	I committed the necessary resources to remove that bottleneck. Budget, talent, tools, and time were all allocated. Nothing critical or strategic is underfunded.
	I spent my time like a true CEOnot a "doer." I focused on high-leverage work, protected deep thinking, and delegated the rest.
	I created or improved an internal asset. A playbook, SOP, tool, or system that reduced future work or improved performance is now in place.
	I reviewed our Scorecard and key metrics today. I spotted issues early and worked with my team to make data-driven decisions.
	I led through clarity, vision, and accountability. I empowered someone, held someone accountable, or reinforced where we're going and why it matters.
	I said "No" to something that was urgent but non-essential. I protected the plan instead of reacting to noise or caving to someone else's priorities.
	I checked in on cash flow and capital reserves. I know where our money went today, and whether it's working for us or not.
	My calendar tomorrow reflects my highest priorities. I blocked time for my most important strategic work and actively removed distractions.
	I acted like an owner, not just an employee. If I were employing me (and I am), I would be proud of the work I put in today.
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- 9 10: You're leading like a \$10M CEO. Keep going.
- 6 8: Solid progress, but stay intentional.
- < 6: You're in the weeds. Reset and re-center tomorrow.