

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 CEO...not 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.

Score Yourself: ____ / 10

- **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.