

Scale
Confidential
Weekly Update for CEOs

Why implement weekly or biweekly reporting?

- **Informed BOD Members & Advisors:** Keep everyone informed - get bad news and good news out early. The less that we have highs and lows, the better (which are caused when people are surprised). Make your interactions with the BOD more meaningful - not just getting them up to speed. This is also the opportunity to push the board to help you. Ask for help, tell them what introductions you need, etc.
- **Hold the team (and you) accountable** as every week they are sending progress that goes to BOD. BTW - it is ok to miss, have bad weeks, etc. This also serves as a reminder to move certain activities along on a weekly basis that might otherwise be forgotten.
- **Keep your team up to date and aware of the importance of their work:** You can copy your leadership team on these emails (who should contribute to helping build it). It will help them understand how important the work that they do is, how the pieces come together and increase transparency throughout the organization. As a caveat here, be sensitive to avoid including information that is HR related.
- **Save time:** In our experience, this should take no more than one hour a week for the CEO, where your real goals are to curate from the team, simplify, add color where necessary and get the highlights/summary right. As your company grows you will have more stakeholders, you can work with them one at a time and your entire calendar will be consumed, or you can do something like this and things will scale nicely.
- **Be top of mind:** You have worked hard to curate your network of investors, advisors, etc. Whenever they see your name in their email box, they think about you and how they can help you. You would be amazed at how this can unlock opportunities.

Sample template is below.

1st page represents summary sent from CEO to BOD members

2nd page represents what each lead should be sending to CEO

[SAMPLE UPDATE TO BOD / ADVISORS, THAT ROLLS UP FROM EACH TEAM (SEE PAGE 2)]

Company Name Weekly Update
Month Day, Year
Confidential

Summary

- Closed enterprise sale for 15 licenses w/ CRISP (healthcare data exchange)
- SLG executed agreement for Phase 2 of project - increased from \$80K to \$140K
- Blog published on Forbes.com, over 30k visits to website
- Google ad spend down to \$28 p/ converted customer (from \$52 🎉)
- 6 incoming venture funds reached out

Fundraising [APPLICABLE IF RAISING]

- Goal raise \$10M series A by X date, \$1M soft circled to date
- Leaning towards a bridge to capture excitement, put \$2M on balance sheet
- Fund 1: Interested, focused in on X, Y & Z, potential \$500k

Sales

- New Q1 ARR Goal: \$8M, bookings to date: \$1.2M
- Closed large enterprise sale for 30 licenses w/ COMPANY NAME
- Meetings w/ Customer 1 / 2/ 3 teed up for next week.
- Pushing out CUSTOMER to Q4
- Renewals tracking strong (four renewals this week, including X)

Customer Success

- Customer engagement: up 10%, X% of customers logging in last week
- 280 actions taken (moving average up to 5 per client)
- Bullet
- Bullet

Product / Technology [CAN BE COMBINED OR SEPARATE]

- Customer engagement: up 10%, X% of customers logging in last week
- 280 actions taken (moving average up to 5 per client)
- Bullet
- Bullet

Marketing

- Evaluating outside firms for web redesign.
- Success w/ Winter campaign, 20% response rate.
- Lower google CAC to \$28, ramping spend from \$20k to \$35k to test higher volume
- Team gearing up for Y conference
- Bullet

HR / Misc.

- Planning team offsite

- Three job openings (link):
 - Two final candidates for the West Coast Director of Sales
- Looking for new office space.

[SAMPLE OF A TEAM MEMBERS UPDATE, THAT IS ROLLED UP TO TEMPLATE ABOVE]

Marketing Update: Company Name

Month Day, Year

Confidential

Summary

-
- Evaluating outside firms for web redesign.
- Success w/ Winter campaign, 20% response rate.
- Team gearing up for Y conference

Campaigns

- Three campaigns live:
 - Winter campaign: 20% conversions
 - Spring campaign: paused due to low conversions, discussing w/ agency on 2/1/19.

Conferences

- One
- Two
- Three
- Four
- Five

Misc.

- Adwords campaign is live.