

CEO CHECKLIST

What Every CEO Must Own to Scale, Lead, and Grow

Being a CEO is not about doing everything it's about owning the **right things**. This checklist outlines the core responsibilities every CEO must consistently focus on to drive clarity, execution, and sustainable growth.

1. Vision & Direction

- Clearly define the company vision and long-term goals
- Communicate direction consistently to leadership and staff
- Ensure every department understands how their work supports the vision
- Revisit and refine strategy as market conditions change

2. Revenue & Growth

- Maintain clear ownership of revenue strategy
- Ensure consistent lead generation and sales activity
- Monitor pipeline health and sales velocity
- Remove obstacles slowing down growth
- Balance short-term revenue with long-term opportunity

3. People & Culture

- Hire the right people for the right seats
- Hold leaders accountable for performance and behavior
- Set expectations clearly and early
- Build a culture of ownership, accountability, and trust
- Address performance issues quickly and directly

4. Financial Oversight

- Understand cash flow, margins, and profitability
- Review financials regularly (not just at tax time)
- Control unnecessary expenses
- Ensure pricing supports growth and sustainability
- Plan ahead for risk and downturns

5. Systems & Processes

- Establish repeatable processes across the organization
- Ensure sales, marketing, operations, and delivery are aligned
- Eliminate bottlenecks and inefficiencies
- Use data and metrics to guide decisions
- Document what works so success is repeatable

6. Customer Experience

- Ensure customers clearly understand your value
- Deliver consistent, high-quality service
- Listen to customer feedback
- Protect existing client relationships
- Create opportunities for referrals and repeat business

7. Leadership & Decision-Making

- Make timely, informed decisions
- Avoid indecision and unnecessary delays
- Stay focused on high-impact priorities
- Delegate effectively without abdicating responsibility
- Lead by example

8. Personal Effectiveness

- Spend time on strategy, not just firefighting
- Protect your energy, focus, and time
- Avoid being the bottleneck
- Seek outside perspective when needed
- Commit to continuous improvement

Final Reminder: Growth does not happen by accident. **Clarity, consistency, and execution** are the CEO's true job.

If something here is missing, delayed, or avoided, it will eventually slow the entire organization.