

The Weekly CEO Checklist

A ten-minute weekly rhythm for staying close to the business without living inside it.

1. Resource Overview

Official Title	The Apex Weekly CEO Checklist
Category	Foundation
Purpose	To give owners a short, repeatable weekly rhythm that replaces reactive firefighting with a consistent check-in.
Learning Objective	By the end of this resource, the owner can run a 10-minute weekly review that surfaces issues while they're still small.
Intended Audience	Owners already familiar with the Business Health Checklist who want a lightweight weekly habit, not another audit.
Estimated Completion Time	10–15 minutes, weekly

2. Educational Introduction

The Habit That Replaces the Fire Drill

The Business Health Checklist is a quarterly diagnostic — a deep look at the whole business. The Weekly CEO Checklist is different. It's not a diagnostic; it's a habit. Its entire purpose is to catch small drifts before they become the next fire drill.

Owners who feel like they're constantly reacting are almost never lacking effort. They're lacking a rhythm. A short, consistent weekly check-in — same day, same ten minutes — does more for a business's stability than a much longer review done sporadically.

This checklist is deliberately short. If it takes longer than fifteen minutes, it has stopped being a habit and started being a chore — and chores get skipped.

"Business ownership should become calmer over time. A weekly rhythm is how that calm gets built, one repetition at a time."

How to Use This Resource

- Pick one day and one time — Monday morning and Friday afternoon both work well — and protect it.
- Print a fresh copy each week, or keep one digital version you overwrite.
- Move quickly. This is a pulse check, not a deep dive — save deep dives for the Business Health Checklist.
- If the same item goes unchecked three weeks running, that's your signal to investigate further.

3. The Worksheet

Cash Pulse

✓	Cash Pulse	Notes
☐	I know this week's cash position.	
☐	Nothing unexpected hit the account this week.	
☐	Outstanding invoices are being followed up on schedule.	
☐	No upcoming bill will surprise me in the next two weeks.	

This Week's Priority

✓	This Week's Priority	Notes
☐	I can state this week's single top priority in one sentence.	
☐	That priority is still true today, not last week's leftover.	
☐	My calendar this week actually reflects that priority.	
☐	I said no to at least one distraction that didn't serve it.	

Team Check

✓	Team Check	Notes
☐	I know if anyone on the team is stuck on something right now.	
☐	No overdue accountability conversation is being avoided.	
☐	At least one team member got specific, genuine feedback this week.	
☐	I'm not the bottleneck on any pending decision.	

Sales Pulse

✓	Sales Pulse	Notes
☐	I know how many new leads came in this week.	
☐	Every open lead has a clear next step and owner.	
☐	I know this week's revenue relative to plan.	
☐	No follow-up has gone silent for more than a week.	

4. Reflection Prompts

Which section took the longest to check off honestly this week? What made it harder than the others?

Is there an item that's gone unchecked for more than two weeks in a row? What would it take to finally address it?

5. CEO Notes

A running space for this week's loose ends — the things worth remembering but not worth a meeting yet.

6. Key Takeaways

- Small and consistent beats long and occasional. Ten honest minutes weekly outperforms a two-hour review once a quarter.
- A skipped item once is noise. A skipped item three weeks running is signal.
- This checklist works because it's short enough to actually survive a busy week.

7. Suggested Layout (Canva)

- Single page, designed to be printed weekly — keep it to one side of one sheet.
- Same navy/gold/off-white system as the Business Health Checklist, but with a visible "Week of ____" date field at the top for the recurring-habit feel.

- Smaller checklist tables (4 rows each) with generous line height, since this gets filled out quickly and often by hand.
- A thin footer tracker: four small circles for "weeks completed this month" to reinforce the habit visually.

8. Printing Recommendations

- Print a small notepad-style stack (25–50 sheets) rather than one-off pages — removes friction from the habit.
- Standard 20lb paper is fine; this is a working document, not a keepsake.
- Digital-first owners: keep it as a recurring fillable PDF or a duplicated note template.

9. Where This Fits in Apex Academy

Belongs In	Foundation track — introduced immediately after the Business Health Checklist as its weekly companion habit.
Expands Into (Paid Workbook)	The Root Cause Diagnostic Workbook (shared with Resource 1) — the weekly checklist feeds data into the quarterly diagnostic.
Complementary Workshop	"Building the CEO Rhythm" — a live session on designing sustainable weekly and monthly review habits.
Supports Future Certification	Apex Certified Business Operator — Module 1: Business Systems Fluency.