

THE MOGULISTA CHECKLIST

Nine essentials for running your business like a CEO

C

CUSTOMER CARE

Create an engaging experience, build relationships, and make it easy for people to work with you.

H

HEALTHY BOTTOM LINE

Know your numbers. Monitor revenue, expenses, cash flow, and the measures that tell you whether the business is growing.

E

ENDURANCE

Protect your energy and personal stamina so you can lead well for the long haul.

C

CONTINUITY

Stay current on industry trends, technology, and customer expectations so your business remains relevant.

K

KAIZEN

Practice continuous improvement. Review what works, refine what does not, and keep raising the standard.

L

LONGEVITY

Build systems, repeatable processes, and dependable customer flow so the business can thrive beyond today.

I

INSPIRATION

Keep regular sources of learning, creativity, and inspiration in your CEO routine.

S

STRATEGIC THINKING

Schedule CEO time to review your business plan, goals, priorities, opportunities, and risks.

T

TIME MANAGEMENT

Protect time for critical work. Prioritize what moves the business forward - not simply what is loudest.

CEO CHECK

Which one needs your attention this week? Choose one, schedule the action, then come back for the next.