



10 Things to Stop Ignoring If You Want Your Business to Work

A Quick Clarity Checklist to Help You **Lead Smarter** and Build a Business That Works for You

SHEMEKA THREETS

CEO Clarity Checklist

10 Things to Stop Ignoring If You Want Your Business to Work

This isn't your typical checklist. It's a high-impact clarity tool designed for business owners who are already in motion but know they need to lead smarter. Whether you're scaling, resetting, or just tired of operating in survival mode, this is your checkpoint for getting realigned and back in control.

How to Use This Checklist:

1. Read through each statement and honestly assess your current business practices.
2. For every item that is consistently in place in your business, check the box and score 1 point.
3. Leave blank any item that needs attention, improvement, or isn't yet in place.
4. Add up your score out of 10 to evaluate your current level of clarity and control.

Next Step: Choose one unchecked item to focus on improving this month. Progress starts with a single intentional move.



CEO Clarity Checklist

☐ **1. My Business Vision is Documented and Reviewed Quarterly**

Not just in your head. Written down. Updated. Revisited.

☐ **2. I Know My Top 3 Business Priorities for This Quarter**

Your focus drives your results. Random tasks don't build growth.

☐ **3. I Have a Streamlined Client Onboarding Process**

First impressions matter. Do clients know exactly what to expect?

☐ **4. I Use SOPs or Checklists for Repeatable Tasks**

Stop reinventing the wheel. Systems create consistency.

☐ **5. I Track and Review Key Metrics Regularly**

You can't improve what you don't measure.

☐ **6. I Have a Clear Offer That Solves a Specific Problem**

No vague messaging. Clear, results-driven solutions only.

☐ **7. I Consistently Follow Up With Leads and Clients**

Missed follow-ups = missed money. Period.

☐ **8. I Have a Plan for Nurturing My Audience or Email List**

Your visibility strategy should not be an afterthought.

☐ **9. I Know My Monthly Revenue Goal and Break-Even Point**

You're not guessing — you're leading with financial clarity.

☐ **10. I Set Aside Weekly CEO Time to Think, Plan, and Lead**

You're the boss. Act like it.



Your Score: Total points out of 10: _____

How to Interpret Your Score:

- **8–10: The Visionary CEO**

You're leading with clarity, confidence, and intention. Your systems are dialed in, your focus is strong, and you're setting the tone for sustainable growth. Keep refining, protecting, and optimizing what's working — and don't forget to celebrate how far you've come.

- **5–7: The Growth-Minded CEO**

You're doing a lot right, but a few blind spots may be costing you efficiency or momentum. You're ready to level up — and with a few strategic tweaks, you'll gain more freedom, flow, and profit. Choose one key area to improve this month and commit to the upgrade.

- **0–4: The Rebuilding CEO**

You're showing up, but your clarity is clouded and your systems need support. The good news? You're self-aware — and awareness is the first step to change. It's time to slow down, reset your foundation, and lead with renewed focus. You don't need to overhaul everything — just start with one powerful shift.

Now What? Pick ONE area to upgrade this month. Write it down. Schedule time to work on it.

And if you want help creating systems, structure, and focus — explore the tools inside [Xpert Factory](#) or schedule a free 30-minute [SparkCraft Clarity Call](#).

Let's simplify, enhance, and grow.



Next Steps . . .



Visit the [**Xpert Assets Store**](#) to discover more tools and resources specifically designed to help you streamline operations, improve customer engagement, and increase profitability. From checklists to templates, find everything you need to improve your business processes, productivity and performance and profitability.



Want more hands-on advice and real-world strategies? Head over to the [**Business Edge Blog**](#), where I share practical tips, industry insights, and tried-and-true strategies to help you streamline operations, enhance customer experience, and grow your business with confidence.



Take the next step in applying what you've learned!

Book a free **30-minute SparkCraft Intro Call** to discuss your goals, challenges, and next moves. Gain clarity, get expert guidance, and leave with actionable steps to move forward. Schedule your session today!

