



The CEO Business Productivity Framework™

Choose What Matters

The 80/20 Rule: The CEO Audit — Awareness First

"The goal isn't to do more. The goal is to do more of what matters."

Step One: A Snapshot of Your Work

What are 8-10 activities that regularly take up your time during a typical week? Don't overthink it.

- | | |
|-----------------------------------|------------------------------------|
| ☐ 1) _____ | ☐ 6) _____ |
| ☐ 2) _____ | ☐ 7) _____ |
| ☐ 3) _____ | ☐ 8) _____ |
| ☐ 4) _____ | ☐ 9) _____ |
| ☐ 5) _____ | ☐ 10) _____ |

Step Two: Check Off Your CEO Work

Now look at your list above. Which of these activities move your business forward? Check off those activities.

Step Three: What's Draining Your Time?

List the activities that consume hours but produce little business growth

Step Four: Your 80/20 Reflection

What are the three activities that generate the greatest results in my business?

What can I delegate?

What can I eliminate?

What deserves more of my time?

CEO Commitment

This week I will intentionally spend more time on this ONE thing:



Protect What Matters

Time Blocking: Build Your CEO Calendar

"Your calendar reveals your priorities more honestly than your goals ever will."

Step One: Color Code Your Week

Color	Priority	Hours Needed
	Sales	
	Marketing	
	CEO Planning	
	Strategic Thinking	
	Client Work	
	Team	
	Personal Growth	
	Family	
	Exercise	
	White Space	

Step Two: Design Your Ideal Week

Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Morning	Morning	Morning	Morning
Midday	Midday	Midday	Midday	Midday
Afternoon	Afternoon	Afternoon	Afternoon	Afternoon

Step Three: White Space Check

Have I intentionally protected time to:

☐ Think

☐ Rest

☐ Plan

☐ Create

☐ Learn

☐ Prepare

If no, what area do I need to focus on protecting more?

Step Four: Before I Say “Yes”

Ask Yourself:

☐ Does this move my business forward?

☐ Will saying yes require me to say no to something more important?

☐ Does this require ME?

☐ Can someone else do it? If so, who? _____

CEO Reflection

What boundary do I need to establish this week?



Execute What Matters

The 1-3-5 Rule: My Daily CEO Plan

*"Progress comes from consistently doing the right things, **not everything.**"*

Today's Focus

ONE — The one thing that absolutely must happen today.

1) _____

THREE — The three important priorities.

1) _____

2) _____

3) _____

FIVE — The five smaller tasks

1) _____

2) _____

3) _____

4) _____

5) _____

My CEO Intention

The #1 thing I will focus on today:

☐ Revenue

☐ Strategy

☐ Relationships

☐ Marketing

☐ Leadership

☐ Team

☐ Other _____

Protect My Focus

Today's biggest distraction will probably be:

My plan to avoid it:

End of Day Reflection

Did I complete my ONE priority?

☐ Yes

☐ No

What created the biggest impact today?

What is my identified number one thing I need to do tomorrow?



Notes

[illegible]

My CEO Rhythm

"Freedom isn't built in one productive day. It's built through consistent leadership habits."

Weekly CEO Planning

When will I review my week?

Day: _____ Time: _____

Monthly CEO Reset

What worked?

What didn't?

What will I change?

My Freedom Statement

The freedom I'm building through my business looks like....

Final Commitment

I commit to becoming the kind of CEO who chooses what matters, protects what matters, and consistently executes what matters — one intentional decision at a time.

Signature: _____ Date: _____