

A WEEKLY STRATEGIC REVIEW

30 Executive-Level Questions

Every business owner should ask *weekly*.

The strategic commands Fortune 500 teams use, adapted for any size business — organized across the five functions that decide whether a company scales or stalls.

Most business owners are drowning in tactics *but starving for strategy.*

You're answering emails, putting out fires, and making decisions on the fly — but when was the last time you asked the questions that moved your business forward?

Fortune 500 companies don't guess. They have executive teams asking strategic questions every single week. CFOs track the numbers. CMOs challenge the messaging. COOs optimize the operations. Strategy leaders model the future.

You deserve the same level of strategic thinking — regardless of your company size.

This guide gives you 30 executive-level questions organized across five critical business functions. Use them weekly to stay ahead, catch problems early, and make decisions with clarity instead of stress.

5

FUNCTIONS

30

QUESTIONS

1

WEEKLY RITUAL

Three ways to run it.

Pick the cadence that fits your week. Each path works — the only wrong choice is not asking the questions at all.

OPTION 1

Manual Weekly Review

20–30 MINUTES

- Block 30 minutes every Sunday or Monday morning
- Work through each category
- Answer the questions honestly in the blank worksheet (page 10)
- Track patterns over 4–8 weeks to spot trends

OPTION 2

Quick Pulse Check

10 MINUTES

- Pick 1–2 categories based on what's top of mind this week
- Answer those 6–12 questions
- Rotate categories weekly so you cover all areas monthly

OPTION 3

Team Exercise

45 MINUTES

- Review these questions with your leadership team monthly
- Compare answers
- Identify blind spots and alignment gaps

Five functions. One weekly rhythm.

01	Finance THE MONEY ENGINE	6 Questions
02	Operations THE DELIVERY MACHINE	6 Questions
03	Marketing THE GROWTH SIGNAL	6 Questions
04	Strategy THE LONG GAME	6 Questions
05	Team THE PEOPLE LAYER	6 Questions

Each function carries six questions. Answered together, they give you the same 360° view a full executive team would — in a fraction of the time.

01 What was our cash position at the start of this week vs. the end?

WHY IT MATTERS

Cash flow kills more businesses than bad ideas. Weekly tracking catches problems before they become emergencies.

03 Are we pricing our core offers correctly, or are we leaving money on the table?

WHY IT MATTERS

Underpricing is the silent profit killer. Most businesses are underpriced by 20–40% and don't realize it.

05 What is our current runway based on this week's burn rate?

WHY IT MATTERS

Runway determines your decision-making timeline. Without clarity, you're flying blind.

02 Which revenue streams performed above expectations this week? Which underperformed?

WHY IT MATTERS

Revenue isn't one number. Knowing what's working and what's not tells you where to double down and where to cut.

04 What expenses did we pay this week that didn't directly contribute to revenue or operations?

WHY IT MATTERS

Wasteful spending hides in subscriptions, tools, and "we've always done it" line items.

06 Did we have any missed invoices, late payments, or collections issues this week?

WHY IT MATTERS

Outstanding receivables are revenue you earned but can't use. Weekly tracking prevents cash flow gaps.

Operations

07 What repetitive tasks consumed more than 2 hours of our team's time this week?

WHY IT MATTERS

Repetitive work should be systematized, automated, or eliminated. If it's still manual, you're bleeding time.

09 What customer or team issue took longer to resolve than it should have?

WHY IT MATTERS

Friction in delivery, support, or internal workflows kills efficiency and customer experience.

11 What process broke or almost broke this week?

WHY IT MATTERS

Near-misses are warnings. Catching them early prevents catastrophic failures later.

08 Did we lose any time this week because processes weren't documented or clear?

WHY IT MATTERS

Every "How do I do this again?" moment is a process gap costing you hours and margin.

10 Are we delivering our core service or product as efficiently as we did last quarter?

WHY IT MATTERS

Operational drift is real. Systems degrade without active maintenance.

12 Where are we still the bottleneck in our own business?

WHY IT MATTERS

If the business can't run without you, you don't own a business – you own a job.

13 Which marketing channel brought us the highest quality leads this week?

WHY IT MATTERS

Not all leads are equal. Focus on the channels delivering buyers, not browsers.

15 Did our messaging clearly differentiate us from competitors this week?

WHY IT MATTERS

If you sound like everyone else, price becomes the only decision factor.

17 What objections did we hear from prospects this week, and how did we handle them?

WHY IT MATTERS

Objections are market intelligence. Patterns reveal messaging gaps or positioning problems.

14 What marketing dollars did we spend this week, and what was the measurable return?

WHY IT MATTERS

Marketing without ROI tracking is gambling. You need to know what's working.

16 How many touchpoints did it take to convert our best new client this week?

WHY IT MATTERS

Understanding your customer journey tells you where to invest and where to automate.

18 Are we attracting the right audience, or are we getting inquiries from bad-fit clients?

WHY IT MATTERS

Wrong-fit clients drain resources, kill margins, and create support nightmares.

19 What is the single biggest constraint limiting our growth right now?

WHY IT MATTERS

Growth has one bottleneck at a time. Identify it. Fix it. Move to the next one.

21 What competitive move or market shift did we notice this week?

WHY IT MATTERS

Markets move fast. Early awareness gives you time to adapt instead of react.

23 Are we building for scale, or are we patching problems as they arise?

WHY IT MATTERS

Reactive businesses stay small. Strategic businesses build infrastructure before they need it.

20 Are we saying “yes” to opportunities that align with our long-term vision?

WHY IT MATTERS

Shiny objects kill focus. Every “yes” should move you closer to your 3-year goal.

22 If we could only focus on one growth lever this quarter, what would it be?

WHY IT MATTERS

Diluted focus produces diluted results. One lever, maximum force.

24 What would we do differently if we were starting this business today?

WHY IT MATTERS

This question reveals inefficiencies, outdated models, and opportunities you’re ignoring.

Team

05 / 05

SIX QUESTIONS

25 Did anyone on the team seem stuck, unclear, or misaligned this week?

WHY IT MATTERS

Team friction compounds. Catching it early prevents turnover, mistakes, and morale issues.

27 Are we training and developing our team, or just managing them?

WHY IT MATTERS

Management maintains performance. Development multiplies it.

29 Did we celebrate any wins this week, or did we just move to the next fire?

WHY IT MATTERS

Culture is built on recognition. Teams that don't celebrate wins burn out faster.

26 What decision did we delay this week because we didn't have the right person or expertise?

WHY IT MATTERS

Decision delays cost you speed, opportunities, and competitive advantage.

28 What role or responsibility is unclear in our business right now?

WHY IT MATTERS

Ambiguity creates gaps where critical work falls through the cracks.

30 If we lost our best team member tomorrow, could someone step in without chaos?

WHY IT MATTERS

Single points of failure are ticking time bombs. Redundancy protects continuity.

Weekly Strategic Review

FINANCE

Cash position (start vs. end):

Revenue streams (above/below expectations):

Pricing gaps:

Non-essential expenses:

Current runway:

Collections issues:

OPERATIONS

Repetitive tasks (2+ hours):

Process documentation gaps:

Resolution delays:

Delivery efficiency:

Process failures:

Owner bottlenecks:

MARKETING

Best lead source:

Marketing ROI:

Messaging differentiation:

Touchpoints to conversion:

Objections heard:

Audience fit:

Strategy, Team & Actions

CONTINUED FROM
PREVIOUS PAGE

STRATEGY

Biggest growth constraint:

Vision alignment check:

Competitive / market shifts:

Top growth lever:

Building vs. patching:

What would we change:

TEAM

Team friction / misalignment:

Delayed decisions:

Development gaps:

Role clarity issues:

Wins celebrated:

Continuity risks:

TOP 3 ACTIONS FOR NEXT WEEK

1

2

3

How to get instant answers to *all 30 questions.*

If you're using this worksheet manually, you're doing the right thing — strategic thinking requires intentional time. But here's the reality: answering 30 questions every week by hand takes 20–30 minutes minimum. Over a year, that's 17–26 hours of review time.

60_{sec} What if you could ask all 30 and get accurate, data-informed answers in under a minute?

That's the difference between strategic thinking as a manual process and strategic thinking as an automated system.

It doesn't replace your thinking. It accelerates it.

Instead of spending 30 minutes manually reviewing:

- Cash flow patterns
- Marketing ROI across channels
- Process bottlenecks
- Team performance gaps
- Strategic constraints

YOU TYPE ONE COMMAND

**“Run my weekly
strategic review.”**

THE SYSTEM INSTANTLY

- Pulls data from your finance tools, CRM, project management, and operations systems
- Analyzes patterns across all 5 categories
- Flags red flags, highlights wins, and surfaces blind spots
- Delivers executive-level answers to all 30 questions in a formatted report

60 sec

TIME INVESTED
to read the output

Same clarity

STRATEGIC DEPTH
as 30 minutes of manual review

17–26 hrs

COMPOUNDING ADVANTAGE
saved annually, redirected to execution

Both approaches work. One scales.

MANUAL APPROACH

- Block 30 minutes Sunday morning
- Open your accounting software, CRM, calendar, team chat
- Manually review numbers, conversations, and patterns
- Fill out the worksheet
- Identify 2–3 actions

AI EXECUTIVE DEPARTMENT APPROACH

- Type: “Weekly strategic review”
- Receive instant breakdown across all 30 questions
- System highlights the signal automatically
- Identify 2–3 actions based on data, not memory

SAMPLE SYSTEM HIGHLIGHT

“Cash runway dropped 12% this week due to delayed invoice from Client X. Marketing ROI on LinkedIn ads improved 34%. Operations bottleneck: onboarding process took 40% longer than benchmark.”

Where does your business operate?

LEVEL 1

No System

REACTIVE

- You answer these questions only when problems surface
- Decisions are made on gut feel and partial information
- Fires are fought after they start

LEVEL 2

Manual System

PROACTIVE • 20-30 MIN WEEKLY

- You use this worksheet weekly
- You track patterns over time
- You catch problems early and make informed decisions

LEVEL 3

AI Executive System

STRATEGIC • 2-5 MIN WEEKLY

- Questions are answered automatically, weekly, with real data
- Patterns are surfaced without manual analysis
- You spend your time on decisions and execution, not data gathering

This guide gives you **Level 2**. That alone puts you ahead of 95% of business owners. Level 3 — instant answers, automated intelligence, executive-level oversight without the executive-level cost — is what an AI executive department is built to deliver.

95%
LEFT BEHIND

The questions in this guide are the same ones Fortune 500 executive teams ask *every week*.

The difference? They have a CFO, CMO, COO, and strategy team answering them in real time. You have this worksheet.

Use it. / Track it. / Let it guide your decisions.

And when you're ready to answer these questions in 60 seconds instead of 30 minutes, you'll know what to build next.

Install your AI executive team →

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QUESTIONS OR CONCERNS?

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