

# Course: Mission Control: Master Your Data, Metrics & Money

## Lesson 12: The CEO Review: Your Weekly & Quarterly Battle Rhythm

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** Your "Mission Control" hub (L11) is built. This final lesson ensures you *use* it. A "dashboard" you *don't look at* is worthless. A "CEO Review" is the *habit* (the "battle rhythm") of *using* your data. This lesson teaches you the "2-speed" "CEO Review": 1. The "Weekly 60-Minute Review" (your "tactical" review: "Am I on track *this week*?"), and 2. The "Quarterly 3-Hour Review" (your "strategic" review: "Is my *strategy* (L8, L9) *working*?"). This "rhythm" is your *new* "CEO" "job description"—to stop "doing" all the "work" and start "reviewing" the "data."

**Learning Objective:** By the end of this lesson, you will be able to **design** a 60-minute "Weekly CEO Review" (a checklist) and a 3-hour "Quarterly CEO Review" (a checklist) to create a "battle rhythm" that turns your "data" (L11) into "action."

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 'Reactive' vs. 'Rhythmic' CEO"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The 'Reactive' CEO):** "Reviews" her business "when she feels like it." She *notices* her "sales" are down... 6 weeks *after* they "leaked" (L7). She is always "panicked" and "reactive."
  3. **'Founder B' (The 'Rhythmic' CEO):** Has a "60-Minute 'CEO Review'" every "Friday at 1 PM" (a "habit"). She opens her "Mission Control" (L11). She sees

that "Sales" dipped *this week*. She "diagnoses" (L7) the "leak" (L3) *immediately* and "fixes" it (L9) *before* it becomes a "crisis."

4. In the text box, answer: "What is a 'Battle Rhythm' (a 'habit')? Why is 'Founder B' *always* in 'control,' even when her "data" is 'bad'?"

- **Expected Outcome:** An "a-ha" moment that "data" is *not* a "scary" thing to "react" to; it's a "tool" to be "reviewed" on a "rhythm" (a 'habit').

## Activity 2: Strategic Exercise: "My 60-Minute 'Weekly' 'CEO' 'SOP'"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
  1. This is your *new* "job." This is *the* 60-minute "habit" that defines this entire course.
  2. Open the "Weekly Review" checklist (template).
  3. *Your Task:* "Drag-and-Drop" to build your *own* 60-minute "review" "SOP."
  4. *Example 'SOP':*
    - **(0-10 Mins): "Bookkeeping."** "Tag" this week's "expenses" (L6). (This *updates* L5).
    - **(10-15 Mins): "The 'HUB' Review."** Open "Mission Control (L11)." "Glance" at the 5 KPIs. (Are we 'Red,' 'Yellow,' or 'Green'?).
    - **(15-30 Mins): "The 'Diagnosis' (L7)."** "Dig" into the "1 'Red' KPI." (e.g., "Profit" (L5) is 'red'? *Why?* Ah, 'Expenses' (L5) are 'up' 50%).
    - **(30-60 Mins): "The 'Decision' (L8/L9)."** "What is the *one* 'fix' for *next week*?" (e.g., "Decision: 'Cancel 2 'Software' subscriptions' (L6).")
- **Expected Outcome:** A clear, *actionable* 60-minute "checklist" (SOP) for your *new* "Weekly CEO" 'job.'

## Activity 3: Strategic Exercise: "My 3-Hour 'Quarterly' 'Strategy' 'SOP'"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**

1. The "Weekly" review is "tactical" (in the "weeds"). The "Quarterly" review is "strategic" (on the "balcony").
2. Open the "Quarterly Review" checklist (template).
3. *Your Task:* Review the "SOP."
  - (Hour 1): "Review the 'Past'." "Review the *entire* 'Mission Control' (L11) *trend*." (e.g., "Did my 'Sales' (L4) *really* go 'up' this 'quarter'?").
  - (Hour 2): "Review the 'Strategy'." "Is my 'Offer' (L9) *working*? Is my 'Marketing' (L8) *working*?"
  - (Hour 3): "Set the 'Future'." "What is the *one* 'Lever' (L10) I will 'pull' *next* 'quarter'?" (e.g., "Q2 'Goal': 'Double Down' on 'Email' (L8).").
- **Expected Outcome:** A "CEO-level" "SOP" for "strategic" planning, *driven* by your "data."

#### Activity 4: "My 'CEO Review' Time-Block" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. A "habit" isn't "real" until it's in your "calendar."
  2. Go to the community discussion board.
  3. **Post:** A *screenshot* of your "Google Calendar" (or similar) showing your *new* "recurring" 60-minute "CEO Review" (from Activity 2).
  4. *Example:* (A screenshot of "CEO Review" blocked out for "Every Friday, 1-2 PM").
  5. Reply to one other student's "time-block" with "I see it! It's 'real' now!"
- **Expected Outcome:** A public "commitment" to this *new* "CEO 'Battle Rhythm'."

### 3. Assignment & Project Milestone

#### Assignment: The "CEO Review" SOP (Component 12 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page "SOP" (Standard Operating Procedure) in PDF or Notion.

- **Description:** This is the "User Manual" for your "Mission Control" hub. It is the *final* component. You will formalize your "Weekly" and "Quarterly" review "checklists" (from Activity 2 & 3) into a "CEO" "SOP."
- **Step-by-Step Instructions:**
  1. Open the "CEO Review SOP" template (provided).
  2. **Section 1: "My 'Weekly' 60-Minute 'Tactical' Review."**
    - Paste in your "Weekly 'SOP'" (checklist) (from Activity 2).
    - (e.g., [ ] 1. Update 'Bookkeeping' (L6). [ ] 2. Review 'HUB' (L11). [ ] 3. 'Diagnose' (L7). [ ] 4. Make one 'Decision' (L8/L9).)
  3. **Section 2: "My 'Quarterly' 3-Hour 'Strategic' Review."**
    - Paste in your "Quarterly 'SOP'" (checklist) (from Activity 3).
    - (e.g., [ ] 1. Review 'Past' (Trends). [ ] 2. Review 'Strategy' (What worked?). [ ] 3. Set 'Future' (The *next* 90-day 'Goal' (L10)).)
  4. Save this 1-page document. This is Component 12, the *final* component.
- **Connection to Final Project:** This "SOP" is the "Operating System" for your "Mission Control." You have "built" the "Hub" (L11), and this "SOP" is the "habit" that ensures you *use* it. Your "Mission Control" project is *complete*.
- **Evaluation Criteria:**
  - **Excellent:** All sections are complete. The "Weekly" 'SOP' is "tactical" (L7) and "data-driven" (L8/L9). The "Quarterly" 'SOP' is "strategic" (L10).
  - **Proficient:** All sections are complete, but the "Weekly" and "Quarterly" 'SOPs' are "confused" or "too simple" (e.g., "Look at data").
  - **Needs Improvement:** One or more sections are missing.

#### 4. End-of-Lesson Assessment

(Multiple Choice 1) In the "Reactive" vs. "Rhythmic" CEO case study, what is a "Battle Rhythm"?

- A. "Reacting" to "crises" (this is the "problem").
- B. "Guessing" what your "sales" are (L1).

- C. A "recurring, scheduled 'habit'" (e.g., "Every Friday at 1 PM") to "review" your "data" (L11).
- D. A "Quarterly" 'SOP' (L10). (Answer: C)

**(Multiple Choice 2)** The "Weekly 60-Minute Review" (Activity 2) is "Tactical." This means it is focused on:

- A. "Long-term" 'strategy' (L10) (this is "Quarterly").
- B. "This Week's" 'data' (L7) and "Next Week's" 'fix' (L8/L9).
- C. "Bookkeeping" (L6) *only*.
- D. "Reviewing" your "KPIs" (L2) *only*. (Answer: B)

**(Multiple Choice 3)** The "Quarterly 3-Hour Review" (Activity 3) is "Strategic." This means it is focused on:

- A. "This Week's" 'data' (this is "Weekly").
- B. "Bookkeeping" (L6).
- C. "Reviewing" the 90-day 'trend' (L7) and "Setting" the *next* 90-day 'Goal' (L10).
- D. "Fixing" a "leak" (L7) (this is "Weekly"). (Answer: C)

**(Multiple Choice 4)** Your "CEO Review SOP" (your assignment) is the "User Manual" for your:

- A. "Mission Control Hub" (L11).
- B. "Bookkeeping" (L6).
- C. "Marketing Funnel" (L3).
- D. "Sales Funnel" (L4). (Answer: A)

**(Short Answer 1)** What is the *first* "tactical" 'step' in your "Weekly CEO Review" (from Activity 2), and *why*?

- (Example Answer: "Step 1 is 'Bookkeeping' (L6). I must 'update' my 'Expenses' (L5) first, otherwise my 'Profit' (L5) 'KPI' on my 'Hub' (L11) will be 'wrong'.")

**(Short Answer 2)** What is the "Time-Block" (from Activity 4) you 'scheduled' for your "Weekly CEO Review"?

- *(Example Answer: "I scheduled my 'CEO Review' for 'Every Friday from 3 PM - 4 PM' (to 'close out' the week).")*

**(Scenario-Based 1)** You are in your "Quarterly Review" (Activity 3). You "review" your "Past 90-Day Trend" (L7).

- **Data:** "Traffic" (L3) is 'up' 100%. "Profit" (L5) is 'down' 50%.
- 1. What is your "Diagnosis" (L7)?
- 2. What is your one "Strategic Goal" (L10) for the *next* 'Quarter'?
- *(Answer: 1. My 'Diagnosis' is that my 'Ad Spend' (L3) (Expenses, L5) is 'unprofitable' (L8). I "paid" to 'double' my 'traffic,' but it 'cost' me all my 'profit.' 2.*