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Hey there and welcome back to module seven. This is the outro and you have made it to the CEO report, so what if I told you that you would be able to set data driven goals by the end of this year by just setting aside 10 minutes each week so you know that we're moving into the sustainable habit builder for this module and we have a tool for you that's going to allow you to start gathering data in your business even if numbers are not really your thing and in order to set goals like we talked about in lesson one, it's really important to figure out what happened in the past to do the reflection work and without this information, you're going to be making the mistakes that you made in the past and continue to spin your wheels. You also don't have any information about how you got to that place of success.

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If you achieve success this year, which I know you have, and data is the quickest way to be able to understand what's working, what's not working, and ultimately make major progress in the things that matter to you. Whether that's life or in business. So I want you to think about how you typically decide on your goals right in the past. Maybe you've just said, oh, this sounds fun because somebody else is doing it, or maybe you come up with a brilliant idea. If you've ever thought that you're not good at goal setting, I want you to really spend some time setting this sustainable habit builder up. We're going to be talking about what the CEO report does and why you need to be doing it. So it's a weekly reflection tool. It's a weekly reflection tool that helps you to go through a couple different steps.

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Basically it's just like a little survey that you do for yourself, a report card for yourself that collects data in the most simple way possible. So the CEO report is a quick way and an easy way to capture what happened this past week and it happens to capture the qualitative and quantitative data. So something that you would have to write out and type out in full sentences or shorter sentences, sentences and quantitative data is numbers driven data. So you can use this information to understand and remember the trends in your business or in your industry, so you can, you can also use it to capture any kind of historical data or how people were feeling during the course of the year, how you were feeling during the course of the year and practice mindfulness and journaling. So this is kind of like a business journal for yourself. I try to document what's happening week to week so that I can see how I'm growing, not only my business but also my personal development.

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So some of the things that you're going to be considering collecting in your CEO report is it's really up to you, but these are the things that I might recommend. So giving yourself a space for brain dumping, a space for celebrations and opportunity for you to talk about what you accomplished this week. What did you actually get done? What were some of the challenges or frustrations or pain points that you're feeling and what maybe projects you're excited about that are on the horizon? Checking in about life. Saying, Hey, I'm feeling great about life, or I'm kind of nervous about something. You could create a space for one word that describes how you're feeling when we have to focus in on one word. It's really interesting the trends that you'll see for yourself. Did you feel

encouraged by somebody this week? This one's just fun for me to see and I like to send gifts to whoever I wrote down at the end of the year.

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That way I can say, here's who I was really grateful for and here's some gifts that I can send to them immediately. Number nine is audience growth metrics, so if you wanted to get all the all the quantitative data you can document. Here's how many people I had on my instagram, here's how many people I had on my newsletter. Here's how many people engaged with me on a workshop. Whatever it is, you can track your growth metrics here and then number 10 could be my word of the year is blank, and are you actually living that out for me? That one is actually a yes or no question and whatever my focus is, am I living into that is a really important thing that I need to consider. So the next task for the sustainable habit builder is to set it up and the setting up process is just the most cumbersome part, um, but ultimately once you set it up, you only need about 10 minutes each week. I do it on Friday, around 3:30, um, and you can set it up as a recurring calendar item for yourself. So go to [Typeform.com](https://www.typeform.com) and you can create it in a really beautiful way and start typing in your questions. So mine kind of looks like this. You can create your CEO report in something like type form

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and then start typing in the questions. The CEO report gives us an opportunity to dive into the data at the end of the year and we can create our futures depending on how we documented the past year. It gives us a lot of contextual data about what's on our minds, what's on our dreamies minds, any holidays that are coming up that we need to remember. I can use this quarterly as well as annually to do goal setting and planning for the future.

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So a pro tip on this is that you're going to want to document it inside typeform. And then another fun thing is that in type form you can go to configure as you're setting it up and have it send an email to yourself and inside of Google, if you use Gmail, you can create a filter so that it skips your inbox and then you can put it inside of a folder for the year. Let's say it's 2019. You can put 2019 as the year and then you can organize it inside there and then go through each one at the end of the year.

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So you have to remember to turn the configuration on so that it sends that email to you and then you're able to see it in that format rather than in the spreadsheet format. Which I think is a little bit easier to do that way, and then the other tip I have for you is to make sure that you have a standing appointment for yourself to do your CEO report. Like I said, I do mine at 3:30 on Fridays and sometimes if I'm going to a movie on Friday then I'll move it up to earlier in that day. Whatever time you check out from your business during the week, maybe it's you take Friday totally off. That's totally fine. You can do it on Thursday afternoon or evening, so make sure that it works for you and just set it up as a standing appointment in your calendar. All right. I want to see your CEO reports inside of the facebook group. If you have any questions, make sure to ask us, but we'll see you inside. The facebook community.

