



HowToWorkbooks

REAL WORKBOOKS. REAL RESULTS.

FREE TEMPLATE

Weekly CEO Dashboard

Track the 6 metrics that matter every Monday

You cannot manage what you don't measure.

This one-page dashboard gives you a clear view of your business health every single week — revenue, profit, pipeline, cash, and growth.



Week of:

Completed by:

Review date:

Monthly Recurring Revenue (MRR)

MRR

Formula: Sum of all active recurring subscriptions / retainers t

This week's MRR: €

Last week's MRR: €

Change: ▲▼

Why it matters:

Predictable revenue. Tracks the stability and growth of your recurring income base.

Healthy range:

Growing month-on-month. Alert if flat for 4+ weeks.

Gross Profit Margin

GM%

Formula: (Revenue – Direct costs) ÷ Revenue × 100

This week's margin:

Target margin:

On track?

Why it matters:

Reveals whether your pricing covers your costs with enough left to run the business.

Healthy range:

Service: 60–80%. Product: 40–60%. Below 30% is a warning sign.

New Revenue This Week

NR

Formula: Total new deals closed or invoices raised this week

New revenue: €

Weekly target: €

Deals closed:

Why it matters:

Tracks short-term sales momentum and whether you are hitting weekly revenue goals.

Healthy range:

Should align with your monthly revenue target ÷ 4.

Customer Acquisition Cost (CAC)

CAC

Formula: Total sales & marketing spend ÷ Number of new customers

This week's CAC: €

LTV:CAC ratio:

New customers:

Why it matters:

Tells you whether your marketing investment is sustainable vs customer lifetime value.

Healthy range:

CAC should be no more than 1/3 of customer lifetime value (LTV).

Cash Runway

CR

Formula: Current cash balance ÷ Monthly net cash outflow

Cash balance: €

Monthly burn: €

Runway: months

Why it matters:

The single most important survival metric. If runway hits zero, the business stops.

Healthy range:

Maintain 3–6 months minimum. Below 2 months is an emergency.

Pipeline Value

PV

Formula: Total value of all active deals in your sales pipeline

Total pipeline: €

Hot leads (<30d):

Follow-ups due:

Why it matters:

A leading indicator of future revenue. A healthy pipeline is 3x monthly revenue target.

Healthy range:

Should be at least 3x monthly revenue target. Track weekly movement.