Weekly Business Review

A weekly review template to help founders and managers stay focused on what matters most.

By Ricky Recalcati

How to use this

Complete this once per week, ideally every Friday afternoon or Monday morning. The goal is not to create more admin. The goal is to pause, review the truth, and decide what deserves attention next.

A good business is not managed by memory. It is managed by rhythm.

1. Weekly Scoreboard

Revenue this week:

Target revenue:

Gross profit:

Cash position:

Customer complaints:

Team absences:

Key operational issues:

Biggest win this week:

Biggest problem this week:

2. What moved the business forward?

List the actions, decisions or improvements that genuinely helped the business this week.

Ask:

- [ ] Did we improve revenue?
- [ ] Did we improve margin?
- [ ] Did we improve customer experience?
- [ ] Did we improve team performance?
- [ ] Did we reduce waste, confusion or rework?

3. What slowed us down?

Identify anything that created friction.

Examples:

- [ ] Poor communication
- [ ] Missing information
- [ ] Stock issues
- [ ] Staffing problems
- [ ] Supplier delays
- [ ] Customer complaints
- [ ] Broken systems
- [ ] Unclear ownership

This week, the biggest source of friction was:

4. People and team

Who performed well?

Who needs support?

Was anyone unclear about expectations?

Did we have the right people in the right places?

One team conversation I need to have:

5. Customer experience

What did customers notice this week?

Positive feedback:

Negative feedback:

Recurring complaints:

One customer experience improvement for next week:

6. Process review

Which process worked well?

Which process failed or created confusion?

Which task was repeated manually that could be simplified?

One process to improve next week:

7. Decisions made

List the key decisions made this week.

Decision 1:

Why it was made:

Decision 2:

Why it was made:

Decision 3:

Why it was made:

Were any decisions avoided?

Why?

8. Risks

What could become a bigger problem if ignored?

Operational risk:

Financial risk:

People risk:

Customer risk:

Supplier risk:

What needs attention before it becomes urgent?

9. Next week's priorities

Choose only three.

Priority 1:

Priority 2:

Priority 3:

If everything is important, nothing is.

10. Stop / Start / Continue

Stop:

Start:

Continue:

11. Final reflection

This week taught me:

The business would improve fastest if we:

The one thing I must not ignore next week:

Weekly review principle

Do not use this review to punish yourself or your team.

Use it to see clearly.

Clarity creates better action.