

Business Operations Checklist 2024

Sales & Growth Tasks	Weekly	Monthly	Quarterly	Annually	Notes
Analyze Sales Performance (Sales Goal Review for both monthly and yearly targets)		X	X	X	
Pipeline Management - Review CRM for current and future opportunities	X	X			
Follow up with potential customers/clients who are further down the sales funnel	X	X			This should be performed as needed, based on client discussions and expectations
Review Key Performance Indicators (KPIs) and adjust/pivot as necessary		X	X	X	Examples of KPIs include: Number of customers, Revenue per Transaction; Margin percentage
Identify and research new leads	X	X			Keep your pipeline filled
Conduct targeted prospecting activities	X	X	X	X	Networking opportunities, marketing tactics and/or participation in community and industry based activities
Identify market trends, opportunities & (potential) upcoming challenges			X	X	
Review existing & (potential) future strategic partnerships			X	X	
Schedule & conduct internal sales meetings with your team	X	X	X	X	If applicable
Review progress and set team and individual sales goals		X	X	X	If applicable
Provide ongoing training and support for sales team and sales based activities		X	X	X	If applicable
Develop a long-term sales strategy using strategic planning methods and principles			X	X	

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Operational Tasks	Weekly	Monthly	Quarterly	Annually	Notes
Review current Work In Progress (WIP) - adjust schedule as needed	X				
Update clients/customers on their projects	X				If company/business is project based
Ensure client deliverables are met	X				
Review Strategic Plan and adjust timelines, goals, action steps and deliverables based on actual results		X	X		
Review current staffing levels based on upcoming work		X		X	
Review team members performance to goals		X			
Hire, layoff, terminate team members as needed future revenue projections and employee performance		X			Plan ahead!
Add/change suppliers as needed		X		X	
Review Job Descriptions and Organizational Chart			X		
Ensure data security			X		
Review IT assets and needs; ensure all software and systems are up-to-date			X		
Update company accounts info & passwords (spreadsheet)			X		As needed
Employment Agreements & Reviews				X	Agreements upon hire; Reviews should be conducted annually
Review contractor agreements - Suppliers and Service Providers				X	
Review & Update all legal documents				X	Be mindful of changes to privacy obligations and laws; technology advances

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Marketing & Social Media Tasks	Daily	Weekly	Monthly	Quarterly	Notes
Reply to comments, questions & invitations	X				
Check your mentions / hashtags you are following	X	X			
Curate & post shareable content from partners/others	X	X			
Engage with industry partners and influential accounts on their posts		X			
Review & update Digital Ads		X			If applicable
Review Content Calendar & Update		X	X		
Review social media goals		X	X	X	
Create and schedule email marketing campaigns			X		Campaigns to be of consistent frequency
Determine monthly theme/focus			X		
Monitor your content, keywords & phrases - update as needed			X		
Perform Social Media Audit - Are channels producing as intended? What content is most engaging, what days & times?			X		
Create workplan for changes needed based on audit & keyword review			X		
Review Quarterly Marketing Initiatives using established Key Performance Indicators (KPI's)			X	X	
Review & Evaluate New Marketing Initiatives & Opportunities			X	X	
Review Website & update as needed			X	X	

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Financial Tasks	Weekly	Monthly	Quarterly	Annually	Notes
Ensure all revenue & expenses are entered into accounting system		X			
Reconcile Statements - Bank & Credit Card		X			
Review Work in Progress		X			For project based companies, if applicable
Review Accounts Receivable		X			
Review Accounts Payable - Pay Bills		X			
Update and review Cash Flow		X	X	X	Knowing your cash flow position and forecast is KEY to your company's financial health and growth plans
Payroll taxes and withholding		X			
Run and review Profit & Loss (P&L) on a macro level		X			
Review Sales to Budget		X			
Ensure data security		X			
Review capital expenses with Accountant			X		
Reconcile Taxes			X		
Review Shareholder loans (if necessary)			X		
Adjust Annual Budget based on Actuals			X		Updating your budget with actuals helps your company stay on track
Have accountant audit statements			X		
Full Profit & Loss (P&L) Review			X	X	
Conduct Product/Asset / Materials Inventory				X	
Create Strategic Plan				X	Review quarterly to ensure actions & goals are on track
Create Annual Budget/Revenue Forecast				X	Planning is your "roadmap" that helps you with prioritization and decision making

Note: List is not exhaustive, please double check with accountant to determine any additional items to be added to list.