**

 **CEO REPORT [Template]**

**10 January 202X**

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| **METRICS** |

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| **Sales and Marketing** | **Financial** | **Operations** |
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| --- | --- |
| Premium customers won | 23 |
| Premium customers lost | 1 |
| Net Prem. Revenue Gain(monthly) | $48K |
| Total customers won | 156 |
| Total customers lost | 17 |
| Net Prem. Revenue Gain | 98$K |

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| --- | --- |
| Sales Revenue | $955K |
| Operating Profit | $98K |
| Net Profit/ Loss | $46K |
| Cash Collected | $1.04M |
| Closing Balance | $411K |

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| CRM Implementation | ***On-track*** |
| HQ Refurb | ***Off-track*** |
| Systems Merge project | ***On-track*** |
| New HR Policy | ***On-track*** |

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| **KEY DECISIONS / DISCUSSIONS**  |

To be made by board | for input

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| * List main topics you want board to consider this meeting and ensure on agenda
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| **TOP OF MIND**  |

Areas of focus or concern for CEO

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| * List whatever business issue(s) are keeping you up at night OR most exercising your mind
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| **BIG WINS | LEARNING** |

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| List a few big wins or key learnings achieved this quarter. I.e. a major new channel partnership |

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| **CEO SUMMARY** |

Add a few sentences to summarise position and direct attention of board to what you see as most important.

1. **[NAME] OF NEXT LEVEL OF KEY METRICS
(**Insert your own metrics graphs**)**

**Revenue and Customer Overview 202X**



(Graphs provided by www.datapine.com)



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**GRAPH | METRICS COMMENTARY**

 *Add commentary as required*

1. **[NAME] SNAPSHOT REPORT**

*Insert next level of key business metrics here.*

***e.g. ANNUAL Programme Update / Issues***

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| ***Area*** | ***Qtr. July - Sept*** | ***Month Report*** |
| 1. ***Governance and monitoring***
 | ***Task at hand*** | ***Update / Issues*** |
| *1.1 Compliance* |  |  |
| *1.2 Audit / AGM* |  |  |
| *1.3 Strategy* |  |  |
| *1.4 Training / Opportunities* |  |  |
| *1.5 HR* |  |  |
| 1. ***Membership Services***
 | ***Task at hand*** | ***Update / Issues*** |
| *2.1 General Services* |  |  |
| *2.2 Listserv/Resources* |  |  |
| *2.2 Other Services* |  |  |
| 1. ***National Initiatives***
 | ***Task at hand*** | ***Update / Issues*** |
| *3.1 Strategic Framework* |  |  |
| *3.2 Forum* |  |  |
| *3.3 Summer Campaign* |  |  |
| 1. ***Strategic Communications***
 | ***Task at hand*** | ***Update / Issues*** |
| *4.1 Govt Submissions* |  |  |
| *4.2 Website* |  |  |
| *4.3 Social Media* |  |  |
| 1. ***Operational Update***
 | ***Task at hand*** | ***Update / Issues*** |
| *5.1 HR* |  |  |
| *5.2 Finance* |  |  |
| *5.3 Management Plans* |  |  |
| *5.4 General Administration* |  |  |

**ADDITIONAL COMMENTS**

*Add commentary as required*