

OUTLINE

Below, we've created an outline you can use as a template for your weekly CEO update. Keep scrolling to find an example of what this could look like in practice!

Subject line: Weekly Update, [DATE]

Happy Monday, team!

Use the introduction to share a great customer story, a story that illustrates your company culture, or a personal story to help the team get to know you.

Let's get into it!

How we're doing ---

Goal/Initiative/Key Metric A: Green/Yellow/Red. We're big fans of the 'rule of three' and find that it helps make content much more digestible to read, but you're welcome to do anywhere from 2-5.

Goal/Initiative/Key Metric B: Green/Yellow/Red. Add details!

Goal/Initiative/Key Metric C: Green/Yellow/Red. Add details!

3 things on my mind this week ---

Thing 1: We're big fans of the 'rule of three' and find that it helps make content much more digestible to read, but you're welcome to do anywhere from 2-5. Find a balance here between positive and negative things, and use this space to encourage transparency and accountability. You could make one thing a problem you want to spend time on this week, make another an internal launch or development that you're really excited about, and make your third thing an article or podcast or idea that you're fascinated by.

Thing 2: Add details!

Thing 3: Add details!

My weekly ask ---

Ask for specific feedback or help solving a particular problem. Providing feedback to the CEO is really intimidating, and we see a lot of CEOs use this line to say something like "Remember, I'm always open to feedback!" You'll see much better results if you ask for *specific* feedback on a topic.

Add a little signoff!

Thank you,
Dusty Davidson
CEO

EXAMPLE

Subject line: Weekly Update, 2.2.2021

Happy Monday, team!

Last week was super busy for all of us as we closed out January -- I think Steve said it best to me: "We all like to put numbers on the board!" It's been an absolutely electric start to the year and I fully believe the scoreboard will reflect that by the end of the month.

Let's get into it.

How we're doing ---

New site launch: Green. Marketing is putting the final touches on it this week, and the plan is still to go live on Wednesday, February 10th. Jamie will be sharing a sneak peek at the all-hands meeting this week.

\$100,000 in MRR this year: Green (currently at \$10,400). Shoutout to Shawn for closing the Happy Monday Club on the first day of the month. Such a cool start. :)

10-minute response times: Yellow. We're still sitting at an 11 minute, 37 second response time, but I know the CS crew has a laundry list of ideas to solve for it after their workshop last week. Let's go!!!

3 things on my mind this week ---

How to do the hybrid model right: I am spending a lot of time talking to other CEOs this week and working with our people ops team to make sure that we have a great infrastructure to support our employees as we all adjust and figure out this new hybrid model.

Slow hiring in engineering: We aren't getting a lot of organic applications for our open roles, so I will spend some time troubleshooting that and working with our engineering team to come up with some creative ways to recruit.

[This Inc. article](#): It really exemplifies a 'walk the walk and talk the talk' idea when it comes to company values. I know that we have grown a lot over the last few months, and that our customers and our teams want to know that our culture and values are truly being lived out. That leads me to...

My weekly ask ---

Is there an area (maybe a policy, an unwritten rule, a bit of copy on the website, a common phrase) where our message or our behavior is *not* aligned to the company values? Comment, reply, or shoot me a private message and let me know.

Looking forward to seeing you all later this week!

Thank you,
Dusty Davidson
CEO