



THE CEO MINDSET CHECKLIST

10 Ways to Think Bigger Starting Today

For Small Business Owners Ready to Grow Themselves First

Your business grows only as far and as fast as you do. You cannot run your business with an employee mindset. Use this checklist daily, weekly, or whenever you feel stuck. Check each box as you embody the shift.

01

☐ I make decisions like an owner, not an employee.

Ask: "What would the CEO of a thriving business decide here?" Stop waiting for permission — you are the authority.

→ Today: Identify one decision you've been avoiding. Make it.

02

☐ I invest in myself as a business asset.

Your skills, energy, and mindset are your most valuable business tools. Neglecting yourself is neglecting your business.

→ Today: Block 30 mins for learning, reflection, or renewal.

03

☐ I focus on revenue-generating activities first.

Busy does NOT = productive. CEOs protect time for what actually moves the needle — selling, serving, and strategising.

→ Today: List your top 3 revenue activities and do one before noon.

04

☐ I set boundaries that protect my vision.

Saying YES to everything is saying NO to your goals. Strong boundaries signal strong leadership — to yourself and others.

→ Today: Identify one YES you need to change to a NO.

05

☐ I embrace discomfort as a growth signal.

Every time you feel stretched, nervous, or uncertain — that's the growing edge. Lean into it instead of retreating.

→ Today: Do one thing outside your comfort zone in your business.

06

☐ I think in systems, not just tasks.

CEOs build businesses that work without them constantly firefighting. Ask: "How can I systematise this?"

→ Today: Identify one repetitive task you can systemise or delegate.

07

☐ **I take radical responsibility for my results.**

No more "the market is tough" or "clients are difficult." Own your outcomes fully — this is where your power lives.

→ *Today: Look at one result you don't like and ask: "What's my role here?"*

08

☐ **I think long-term, not just this week.**

CEOs make decisions for the business they're building, not just surviving the present moment. Play the long game.

→ *Today: Make one decision based on where you want to be in 2-3 years.*

09

☐ **I surround myself with people who elevate me.**

Your environment shapes your thinking. Proximity to the right people accelerates growth more than any other strategy.

→ *Today: Reach out to one person who inspires or challenges you.*

10

☐ **I celebrate progress, not just perfection.**

Waiting until everything is "done" before acknowledging wins depletes momentum. Small wins fuel big leaps.

→ *Today: Name 3 wins from this week — however small.*

Build yourself to build your business!

Print this. Post it. Live it. Share it with a fellow business owner who needs it.