MONTHLY REVIEW

Financial Clarity Checklist

10 questions every service-business owner should answer each month.

Mark YES when you have a clear, current answer. Each YES is worth one point.

#	Question	YES	NO
	CASH FLOW		
1	Do we maintain a 13-week cash flow forecast and update it every week?	○	○
2	Do we know our current cash runway and the assumptions behind it?	○	○
3	Are expected collections connected to actual invoices, aging, and customer behavior?	○	○
	PROFITABILITY		
4	Can we see gross margin by client, project, or service line?	○	○
5	Do we understand which costs change as revenue grows and which do not?	○	○
6	Can we explain the main drivers behind forecast-versus-actual variances?	○	○
	PERFORMANCE AND CONTROL		
7	Does leadership receive a concise dashboard with decision-ready KPIs?	○	○
8	Is the monthly close completed consistently and early enough to influence decisions?	○	○
9	Have repetitive reports and reconciliations been standardized or automated?	○	○
10	Does every financial issue have a specific action, owner, and deadline?	○	○

From checklist to action

1. Choose the three questions with the weakest answers.
2. Assign one metric, one owner, and one reporting cadence to each.
3. Define the business decision each metric should support.