

HOME SERVICE PROFIT & PERFORMANCE TOOLKIT

BLUE
COLLAR
BLUEPRINT

WEEKLY COMMAND CENTER

LEAD TODAY. GROW TOMORROW. BUILD LEGACY.

WEEK OF

__/__/__



QUARTER GOAL _____



WEEKLY TARGET _____



BIG FOCUS THIS WEEK _____



THIS WEEK'S THEME



FOCUS



EXECUTE



WIN

1. EXECUTIVE DASHBOARD

🕒 WEEKLY REVIEW (15 MINUTES)

KPI	GOAL	ACTUAL	STATUS	NOTES
📞 Calls Booked			● ● ●	
💰 Revenue This Week			● ● ●	
🏷️ Avg Ticket			● ● ●	
🎯 Closing %			● ● ●	
👥 Memberships Sold			● ● ●	
👤 Revenue per Tech			● ● ●	
📄 New Estimates			● ● ●	
🏠 Cash Position			● ● ●	



ATLAS AI INSIGHT

Use data to make smarter decisions. Review your dashboard. What's driving results? What needs focus this week?

TOP 3 PRIORITIES THIS WEEK

1. _____
2. _____
3. _____



WIN THE WEEK. WIN THE MONTH. WIN THE YEAR.

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TODAY'S SCHEDULE

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

8 PM

9 PM



CRITICAL TASKS

MUST DO (Today)

☐
☐
☐
☐
☐
☐
☐

SHOULD DO

☐
☐
☐
☐
☐
☐
☐

IF TIME ALLOWS

☐
☐
☐
☐
☐
☐
☐


CALLS & FOLLOW-UPS

☐
☐
☐
☐
☐
☐
☐


PROJECTS / INITIATIVES

☐
☐
☐
☐
☐
☐
☐


PEOPLE TO CONTACT

☐
☐
☐
☐
☐
☐


OBSTACLES / ROADBLOCKS

☐
☐
☐
☐
☐
☐


IDEAS / OPPORTUNITIES

☐
☐
☐
☐


DECISIONS TO MAKE

☐
☐
☐
☐


NOTES / IDEAS

☐ Planned tomorrow before ending today.





TOP 3 PRIORITIES

1

PRIORITY: _____ DONE ☐

OWNER: _____

SUCCESS LOOKS LIKE: _____

2

PRIORITY: _____ DONE ☐

OWNER: _____

SUCCESS LOOKS LIKE: _____

3

PRIORITY: _____ DONE ☐

OWNER: _____

SUCCESS LOOKS LIKE: _____



ACCOUNTABILITY CHECK

What was completed yesterday? ☐

What slipped? ☐

Who needs follow-up? ☐

What difficult conversation needs to happen? ☐

Am I working ON my business? ☐



COACH ONE PERSON TODAY

DEVELOP PEOPLE. BUILD LEADERS.

TEAM MEMBER: _____

SKILL TO COACH: _____

WHAT I OBSERVED: _____

FOLLOW-UP DATE: ___ / ___ / ___



CUSTOMER EXPERIENCE

PROTECT THE EXPERIENCE.
PROTECT THE BRAND.

Customer issue to resolve ☐

Reviews checked ☐

Call-backs completed ☐

WOW opportunity identified ☐

NOTES: _____



WIN OF THE DAY

TODAY'S BIGGEST WIN:



PERSONAL SUCCESS SCORE

How would you rate your day overall?

/ 100

80-100
EXCELLENT

Keep building momentum.



60-79
ON TRACK

Good progress. Keep pushing!



0-59
NEEDS ATTENTION

Reset, refocus, and re-commit.





PILLAR HEALTH CHECK

Rate each pillar 1–5 based on this week's performance.

PILLAR

SCORE (1–5)



RESULTS

Know your numbers.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



CUSTOMERS

Deliver an exceptional customer experience.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



ORGANIZATION

Build a company that scales.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



SYSTEMS

Create consistency.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



MARKETING

Create predictable demand.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



FINANCIALS

Maximize cash flow and profit.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



LEADERSHIP

Develop leaders who develop others.

1 2 3 4 5
☐ ☐ ☐ ☐ ☐



TOP 5 PRIORITIES FOR NEXT WEEK

1

2

3

4

5



DECISIONS MADE THIS WEEK

☐
☐
☐
☐
☐


PEOPLE TO RECOGNIZE

☐
☐
☐
☐


PERSONAL COMMITMENT

How will I lead, grow, and take care of myself this week?



ONE TEAM. ONE STANDARD.
ONE WEEK AT A TIME. **COMPOUND RESULTS.**

WEEKLY REVIEW |