

End-of-Year Checklist for CEOs, Directors, and Managers

Appreciate the people that make it happen

SUGGESTIONS

- Giving an end-of-year bonus or gift card
- Implement an awards program
- Give [structured bonuses](#)
- Involve them in vision planning for the next year
- Close the office early, and take your team to lunch
- Write specific thank you cards (including a gift card is a nice addition)
- Throw a Christmas party for your employees and their families

Appreciate the people who keep you in business

SUGGESTIONS

- Order customized (and useful) gifts
- Sign and send thank you and/or holiday cards
- Publish a social media greeting
- Send a bottle of wine to your top clients
- Simply call to wish your client a Merry Christmas

Encourage your team as the new year rolls around

SUGGESTIONS

- Start a company newsletter
- Give a personal employee review
- Write specific, handwritten thank you notes
- Leave post-its of encouragement on employees' desks
- Give a thoughtful toast at the office Christmas party
- Make long-needed changes that will improve job satisfaction

Have a marketing plan with goals in place

SUGGESTIONS

- Measure what your marketing efforts were able to achieve this year.
- What worked well?
- What didn't work as well?
- What do you need to achieve next year?
- What needs to happen in Q1 of next year?
- Of those, what needs to happen in January?

Take a moment to evaluate goals

SUGGESTIONS

- List company goals that were achieved
- List employee goals that were achieved
- List personal goals you achieved
- What goals weren't met and why?
- What goals will carry into the new year?
- What goals would you like to accomplish in the new year?

Need ideas? [Read the full list.](#)