OPERATIONS INSIDER

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THE MANAGER'S MACRO EXPOSURE CHECKLIST

Twenty checks for how the economy reaches your business.



MAP THE CHANNEL, THEN ACT ON THE EVIDENCE

Macro Exposure Checklist

Translate the economy into business decisions. Twenty statements in four blocks, one block for each part of the Macroeconomics series on operationsinsider.com.

How to use this checklist

1. Score each statement honestly from 0 to 4 for your team or unit.
2. Use evidence, not intention: what would a colleague be able to observe?
3. Add up each block (maximum 20) and transfer the totals to the result sheet.
4. Choose three priorities and give each an owner and a date.

Score	Meaning
0	Not in place
1	Ideas exist, no practice
2	Applied sometimes
3	Applied consistently
4	Applied, measured and improved

Block 1: Exposure, GDP and Productivity

Related parts: Part 1, Part 2, Part 3

#	Statement	Score 0 to 4
1.1	We have mapped how demand, cost, funding and trade channels affect our business.	
1.2	Economic data is recorded with source, period and publication date.	
1.3	We separate nominal from real growth in our own figures.	
1.4	Productivity gains are distinguished from more effort or more resources.	
1.5	External indicators are linked to specific operating decisions.	
	Block total (maximum 20)	

Block 2: Labor, Inflation and Money

Related parts: Part 4, Part 5, Part 6

#	Statement	Score 0 to 4
2.1	Workforce plans are based on the skills we need, not the headline unemployment rate.	
2.2	Our cost exposure is mapped by category rather than by one inflation figure.	
2.3	We know the lags between price changes and our contracts and inventory.	
2.4	We understand what limits our access to bank credit.	
2.5	Liquidity and solvency risks are assessed separately.	
	Block total (maximum 20)	

Block 3: Policy and Trade

Related parts: Part 7, Part 8, Part 9

#	Statement	Score 0 to 4
3.1	We know how and when policy rate changes reach our loans and customers.	
3.2	Announced public programs are tracked by actual execution, not headlines.	
3.3	Sourcing decisions include lead time, dependency and total landed cost.	
3.4	Critical suppliers and their common dependencies are mapped.	
3.5	Trade and tariff assumptions are dated and reviewed.	
	Block total (maximum 20)	

Block 4: Currency, Shocks and Scenarios

Related parts: Part 10, Part 11, Part 12

#	Statement	Score 0 to 4
4.1	Currency exposure is mapped by cash flow, timing and competitive effect.	
4.2	We distinguish transaction, competitive and translation currency effects.	
4.3	Supply shocks are assessed through our ability to adjust, not price alone.	
4.4	Plans use dated scenarios rather than a single permanent forecast.	
4.5	Each consequential external assumption has an owner and an action threshold.	
	Block total (maximum 20)	

Result sheet

Block	Score	Level
1. Exposure, GDP and Productivity	/ 20	
2. Labor, Inflation and Money	/ 20	
3. Policy and Trade	/ 20	
4. Currency, Shocks and Scenarios	/ 20	
Total	/ 80	

Block score	Level	What it means
0 to 7	Foundation needed	Start with the basics of this block. Pick one statement and make it true within 30 days.
8 to 13	Developing	The ideas are known but not applied consistently. Focus on evidence and ownership.
14 to 17	Established	Practice is solid. Use the weakest statement as your next improvement.
18 to 20	Leading	Keep it current, share the practice and test it under pressure.

Your three priorities

#	Priority	Owner	Due date
1			
2			
3			

Go further

Macroeconomics Starter Kit: the toolkit with key ideas, diagnosis, reflection questions and an action plan for every block, a 30-day plan and the Excel self-assessment with profile chart.

Macroeconomics Excellence Bundle: everything in the Starter Kit plus all 12 parts of the series as one collection and a ready-to-use workshop deck.

Read the full series free at operationsinsider.com/series/macroeconomics/

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