

## **IGNITE: Building A Scalable Foundation Decision Clarity Flow**

## Introduction:

Make confident business decisions with the Decision Clarity Flow, inspired by IGNITE: Building a Scalable Foundation. Define objectives, evaluate options, and track outcomes for clarity and scalability. Download at <a href="https://phillipmatthew.com/ignite/resources/">https://phillipmatthew.com/ignite/resources/</a> and track in Google Docs, Sheets, or paper.

## **Instructions:**

- Complete Fields: Fill each section to define objectives, options, risks/benefits, and review timelines. Review monthly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at <a href="https://phillipmatthew.com/ignite/resources">https://phillipmatthew.com/ignite/resources</a>.
- Review with Mentor: Book a call with Phil at <a href="https://phillipmatthew.com/book-a-call/">https://phillipmatthew.com/book-a-call/</a> to refine trend strategies.

Business	Decision	Risk/Benefit	Review	Mentor
Objective	Options		Timeline	Feedback

Example: Expand to new market, Online store vs. physical store, Online: Low cost, high reach; Physical: High cost, local loyalty, One-month post-launch, Book weekly call with Phil.