



IGNITE: Building A Scalable Foundation Transformation Roadmap

Introduction:

Drive scalable change with the Transformation Roadmap, inspired by IGNITE: Building a Scalable Foundation. Identify transformation goals, outline steps, and track progress to evolve your business. Download at <https://phillipmatthew.com/ignite/resources/> and track in Google Docs, Sheets, or paper.

Instructions:

- Complete Fields: Fill each section to define goals, steps, responsibilities, and review timelines. Review bi-weekly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at <https://phillipmatthew.com/ignite/resources/>).
- Review with Mentor: Book a call with Phil at <https://phillipmatthew.com/book-a-call/> to refine trend strategies.

Transformation Goal	Key Steps	Responsibility	Review Timeline	Mentor Feedback

Example: Automate operations, Adopt Xero, train staff, update processes, Manager: Sarah, Bi-weekly review (Monday), Book weekly call with Phil.