



IGNITE Scaling Your Business Smartly – Workforce Plan

Introduction:

Optimize your team with the Workforce Plan, inspired by IGNITE: GROWTH – Scaling Your Business Smartly (Chapter 4). Align roles and training with Gerber’s systems for scalability. Download at <https://phillipmatthew.com/ignite/resources> and track in Google Docs, Sheets, or paper.

Instructions:

- Complete Fields: Fill each section to define roles, responsibilities, and training needs. Review monthly for alignment.
- 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 team strategies.

Role	
Responsibilities	
Training Needs	
Performance Metrics	
Delegation Tasks	

Example: Role: Sales Manager; Responsibilities: Lead client pitches; Training Needs: CRM software; Performance Metrics: 20% sales increase; Delegation Tasks: Assign follow-ups to team.