



## IGNITE Your Business: 12 Week Timeline

Inspire, Grow, Navigate, Innovate, Transform, Empower

- The Ignite 12 Week Timeline outlines weekly tasks across the IGNITE framework
- Integrating phillipmatthew.com's tools (UYP - Step By Step, Understanding Your Potential Philosophy, Unlocking Your Potential Growth Syllabus) and Australian resources (e.g., ABS, Data.gov.au, business.gov.au).
- Key strengths include Actionable Tasks: Specific tasks
- Draft a one-page vision statement" for Inspire, Week 1
- Research mentoring programs" for Empower, Week 1 with clear outcomes (Example: "Draft completed," "Mentor contacted").
- Checkpoints: Weeks 6 and 12 summarize progress (Example: "Two mentor-driven improvements, strategic confidence up 20%" for Empower, Week 12), ensuring accountability.
- Relevance: Tasks align with SPARK's resilience focus (Example: journaling in Transform) and Australian contexts (Example: Jobs and Skills Australia data in Grow, Week 2). Metrics: Measurable outcomes (Example: "5% revenue increase" in Grow, "15% engagement boost" in Innovate) balance mindset and data-driven goals.

Discuss your timeline progress with Phil at Checkpoints Week 6 and Week 12 [phillipmatthew.com/book-a-call](https://phillipmatthew.com/book-a-call)

Week	I : Inspire	G : Grow	N : Navigate	I : Innovate	T : Transform	E : Empower
Week 1	Draft a one-page vision statement combining values (e.g., sustainability) and market need using *UYP - Step By Step* Lesson 1. Outcome: Draft completed <input type="checkbox"/> Completed	Develop a 12-month growth plan with metrics (e.g., 10% revenue increase) and one digital adoption goal (e.g., CRM system). Outcome: Plan Drafted <input type="checkbox"/> Completed	Create a market research checklist (e.g., demographics, competitors) using business.gov.au guide. Outcome: Checklist Completed <input type="checkbox"/> Completed	Define one marketing goal (e.g., 100 new Instagram followers) aligned with authenticity. Outcome: Goal Defined <input type="checkbox"/> Completed	Start daily 10-min journaling using *Understanding Your Potential Philosophy* to identify a limiting belief. Outcome: Journaling habit established. <input type="checkbox"/> Completed	Engage with phillipmatthew.com's UYP Step By Step coaching. Outcome: Mentor contacted. <input type="checkbox"/> Completed
Week 2	Validate vision with ABS industry data (e.g., consumer trends) to confirm market demand. Outcome: Market fit confirmed. <input type="checkbox"/> Completed	Identify staffing needs using Jobs and Skills Australia data and create one job description. Outcome: Job description completed. <input type="checkbox"/> Completed	Download one dataset from Data.gov.au (e.g., consumer spending) and identify one market opportunity. Outcome: Opportunity identified. <input type="checkbox"/> Completed	Create three social media posts using Canva, adhering to Privacy Act. Outcome: Posts created <input type="checkbox"/> Completed	Complete one *Unlocking Your Potential Growth Syllabus* module (e.g., resilience) and apply one technique. Outcome: Technique applied. <input type="checkbox"/> Completed	Set one mentorship goal (e.g., improve financial planning) and schedule a meeting within 14 days. Outcome: Meeting scheduled. <input type="checkbox"/> Completed
Week 3	Present vision statement to a peer or mentor for feedback. Outcome: Refine vision statement. <input type="checkbox"/> Completed	Enrol in *Unlocking Your Potential Growth Syllabus* and complete one leadership module (e.g., team management). Outcome: Module completed. <input type="checkbox"/> Completed	Design a 5-10 question customer survey using Google Forms, targeting 20-30 responses. Outcome: Survey completed. <input type="checkbox"/> Completed	Launch a \$50 social media ad campaign (e.g., Meta Ads) with *UYP Formula* brand message. Outcome: Campaign launched. <input type="checkbox"/> Completed	Set one personal development goal (e.g., public speaking) with a 30-day plan (e.g., join Toastmasters). Outcome: Plan set <input type="checkbox"/> Completed	Prepare for mentor meeting using *UYP - Step By Step* Lesson 3 to clarify challenges. Outcome: Meeting preparation completed. <input type="checkbox"/> Completed
Week 4-6	Daily 5-min visualisation using phillipmatthew.com exercises, tracking emotional clarity in journal. Outcome: Increased confidence in vision. <input type="checkbox"/> Completed	Apply one leadership strategy (e.g., weekly team check-ins) to improve operations. Outcome: Strategy implemented. <input type="checkbox"/> Completed	Collect survey responses via social media/email and analyse for one actionable insight (e.g., new product feature). Outcome: Insight identified. <input type="checkbox"/> Completed	Track ad engagement metrics (e.g., likes, clicks) and adjust content. Outcome: 10% engagement increase or 50 new followers. <input type="checkbox"/> Completed	Reflect weekly on journaling to reframe limiting belief (e.g., fear of failure). Outcome: Belief reframed. <input type="checkbox"/> Completed	Conduct first mentor session, implement one recommendation (e.g., revise budget). Outcome: Recommendation implemented. <input type="checkbox"/> Completed
Week 6	<b>**Checkpoint**:</b> Refined vision statement validated and driving motivation	<b>**Checkpoint**:</b> Growth plan active, one leadership strategy applied, progress toward 5% revenue goal.	<b>**Checkpoint**:</b> Survey insight identified, ready to inform strategy.	<b>**Checkpoint**:</b> Initial marketing campaign launched, 10% engagement gain achieved.	<b>**Checkpoint**:</b> Limiting belief reframed, personal development plan in progress.	<b>**Checkpoint**:</b> Mentor relationship established, one recommendation implemented.
<b>"Leadership is unlocking people's potential to become better." – Bill Bradley.</b>						
Week 7-9	Review vision statement monthly, adjusting based on new market insights. Outcome: Vision remains relevant. <input type="checkbox"/> Completed	Review growth metric (e.g., revenue, clients) and adjust plan as needed. Outcome: One milestone achieved (e.g., 5% revenue increase) <input type="checkbox"/> Completed	Reflect biweekly in journal using *Understanding Your Potential* prompts to align research with need. Outcome: Research refined. <input type="checkbox"/> Completed	Refine content strategy based on engagement data, ensuring value alignment. Outcome: Strategy refined. <input type="checkbox"/> Completed	Pursue personal development plan (e.g., attend Toastmasters session). Outcome: One milestone achieved (e.g., deliver a speech) <input type="checkbox"/> Completed	Schedule second mentor session, setting a new goal (e.g., secure funding meeting). Outcome: New goal set. <input type="checkbox"/> Completed
Week 10-12	Continue visualisation and journal reflections, sharing vision with team/customers. Outcome: Vision drives team alignment. <input type="checkbox"/> Completed	Implement one digital tool (e.g., HubSpot CRM) to streamline operations. Outcome: Tool implemented. <input type="checkbox"/> Completed	Apply market insight to business strategy (e.g., tweak product offering). Outcome: Strategy updated. <input type="checkbox"/> Completed	Launch a second campaign iteration, tracking for 15% engagement boost. Outcome: Engagement boosted. <input type="checkbox"/> Completed	Complete personal development goal (e.g., confident pitch) and journal on impact. Outcome: Goal completed. <input type="checkbox"/> Completed	Implement second mentor recommendation and reflect on progress. Outcome: Two improvements achieved. <input type="checkbox"/> Completed
12	<b>**Checkpoint**:</b> Vision aligned with team and market, driving business plan development.	<b>**Checkpoint**:</b> 5% revenue or operational milestone achieved, digital tool implemented.	<b>**Checkpoint**:</b> Market insight applied to strategy, research informs ongoing decisions.	<b>**Checkpoint**:</b> 15% engagement boost, refined marketing strategy established.	<b>**Checkpoint**:</b> Personal development goal achieved, resilience enhanced.	<b>**Checkpoint**:</b> Two mentor-driven improvements implemented, strategic confidence up 20%
<b>"If your actions inspire others to dream more, you are a leader." – John Quincy Adams.</b>						