

SPARK 30 Day Journal

Igniting Your Inner Leader

Strength, Purpose, Adaptability, Resilience, Knowledge



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Introduction



Use this template daily to journal for 10 minutes, reflecting on limiting beliefs and reframing them to build resilience. Complete each field, review weekly, and track progression in your SPARK report's Progress Tracker. Refer to the example on page 5. See the Reflective Statements Guide below for context. Download additional resources at phillipmatthew.com. Discuss your journaling insights with Phil at phillipmatthew.com/book-a-call.

Prompt

"What fear or doubt holds you back today? How can you reframe it as an opportunity?"

Reference Table



REFLECTIVE STATEMENT	PURPOSE
What legacy will your leadership create?	Encourages entrepreneurs to think long-term, aligning with SPARK's Purpose and Resilience pillars. It prompts reflection on how their actions shape their business and community, tying to UYP Formula' focus on vision.
What belief will you rewrite today?	Directly ties to the journal's prompt, reinforcing Resilience by encouraging daily mindset shifts, inspired by UYP Formula.
What strength are you building today?	Focuses on Strength, prompting users to identify personal growth areas (e.g., confidence, decision-making), aligning with Understanding Your Potential Philosophy.
How can you turn a setback into a stepping stone?	Reinforces Adaptability and Resilience, encouraging users to reframe challenges as opportunities, complementing the journal's core prompt.



Reference Table

REFLECTIVE STATEMENT	PURPOSE
"How can mindfulness fuel your focus today?	Aligns with SPARK's Resilience and Strength, encouraging present-moment awareness to enhance leadership clarity, inspired by tools like Smiling Mind (recommended in SPARK).
"Who can you inspire with your actions?	Emphasizes Purpose and leadership impact, encouraging users to consider their influence on teams or customers, resonating with Australian small business values (ABS 2024).
What's the next step on your leadership journey?	Combines Purpose and Knowledge, prompting users to plan their growth, linking to SPARK Progress Tracker and phillipmatthew.com resources.
"What simple joy can you celebrate today?	Reinforces Resilience and Purpose, encouraging gratitude to boost emotional well-being, complementing UYP Formula' mindset focus.
How does gratitude shape your leadership?	Ties to Resilience and Purpose, encouraging gratitude as a leadership strength, aligning with SPARK's focus on positive mindset.
"How will you adapt to tomorrow's challenges?	Reinforces Adaptability, preparing users for the dynamic Australian market, complementing SPARK's focus on resilience.
What small action will spark big change?	Encourages Strength and Purpose, focusing on incremental progress, suitable for entrepreneurs tackling the 60% failure rate (Lawpath 2025).



Reference Table

REFLECTIVE STATEMENT	PURPOSE
"What knowledge will propel you forward?	Highlights Knowledge, prompting users to seek learning (e.g., via phillipmatthew.com resources like Unlocking Your Potential Growth Syllabus), aligning with continuous improvement.
What achievement are you proudest of this week?	Emphasizes Strength and Knowledge, celebrating progress to boost confidence, linking to SPARK Progress Tracker's achievement tracking.
How will you lead with courage today?	Emphasizes Strength and leadership, aligning with SPARK's goal of igniting inner leaders, inspired by quotes like John C. Maxwell's in the journal.
How can you harness your mindset for success?	Reinforces Knowledge and Resilience, encouraging users to apply mindset principles (e.g., universal laws from Phillip Matthew's programs).

What fear or doubt holds you back today? How can you reframe it as an opportunity?



Date

LIMITED BELIEF

I'm not a natural leader and struggle to motivate my team.

REFRAMED BELIEF



I can develop leadership skills through practice and learning.

ACTION STEP

Enroll in a leadership course and schedule weekly team check-ins.

"SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL: IT IS THE COURAGE TO CONTINUE THAT COUNTS." -WINSTON CHURCHILL.

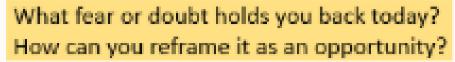


Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT LEGACY WILL YOUR LEADERSHIP CREATE

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT THE IMPACT YOU WANT YOUR LEADERSHIP TO HAVE IN FIVE YEARS."





Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"Believe you can and you're halfway there."

THEODORE ROOSEVELT



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

LEADERSHIP IS THE CAPACITY TO TRANSLATE VISION INTO REALITY."

WARREN BENNIS



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT BELIEF WILL YOU REWRITE TODAY?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A LIMITING BELIEF YOU'LL CHALLENGE TODAY."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"The best way to predict the future is to create it."

PETER DRUCKER



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT STRENGTH ARE YOU BUILDING TODAY?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A SKILL OR TRAIT YOU'RE STRENGTHENING THIS WEEK."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"A leader is one who knows the way, goes the way, and shows the way."

JOHN C. MAXWELL.



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW CAN YOU TURN A SETBACK INTO A STEPPING STONE?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A RECENT CHALLENGE AND HOW YOU CAN LEARN FROM IT."



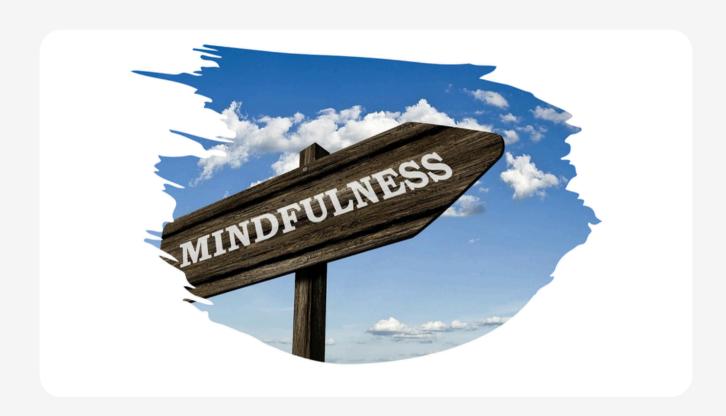
Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"You don't have to be great to start, but you have to start to be great."

ZIG ZIGLAR



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW CAN MINDFULNESS FUEL YOUR FOCUS TODAY?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A MINDFULNESS PRACTICE (E.G., 5-MINUTE MEDITATION) YOU'LL TRY TODAY, AND CHECK THE BOX IF COMPLETED."





Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"Do not wait for the perfect moment. Take the moment and make it perfect."

George Bernard Shaw



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHO CAN YOU INSPIRE WITH YOUR ACTIONS?

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT SOMEONE YOU CAN MOTIVATE AND HOW."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"You don't have to be great to start, but you have to start to be great."

Zig Ziglar



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT'S THE NEXT STEP ON YOUR LEADERSHIP JOURNEY?"

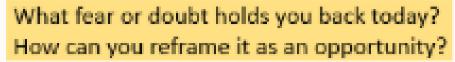
CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT YOUR NEXT LEADERSHIP GOAL."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"A leader is one who knows the way, goes the way, and shows the way."

John C. Maxwell





Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT SIMPLE JOY CAN YOU CELEBRATE TODAY?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A SMALL MOMENT OR THING THAT BROUGHT YOU HAPPINESS TODAY."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"Your life does not get better by chance,

BETTER BY CHANGE."

Jim Rohn



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW DOES GRATITUDE SHAPE YOUR LEADERSHIP?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT SOMETHING YOU'RE GRATEFUL FOR IN YOUR BUSINESS OR TEAM."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

The only way to do great work is to love what you do." STEVE JOBS



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW WILL YOU ADAPT TO TOMORROW'S CHALLENGES?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A STRATEGY TO STAY FLEXIBLE IN YOUR BUSINESS."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"Opportunities don't happen. You create them."

Chris Grosser



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT SMALL ACTION WILL SPARK BIG CHANGE?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT ONE ACTION YOU'LL TAKE TODAY TO MOVE CLOSER TO YOUR GOAL."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

RALPH WALDO EMERSON



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT KNOWLEDGE WILL PROPEL YOU FORWARD?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A RESOURCE OR SKILL YOU'LL EXPLORE THIS WEEK."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"DON'T WATCH THE CLOCK;

DO WHAT IT DOES.

Keep going."

Sam Levenson



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"WHAT ACHIEVEMENT ARE YOU PROUDEST OF THIS WEEK?"

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A RECENT SUCCESS AND HOW IT DRIVES YOUR LEADERSHIP."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS."

Eleanor Roosevelt



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW WILL YOU LEAD WITH COURAGE TODAY?

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A BOLD DECISION YOU'LL MAKE THIS WEEK."



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"THE FUTURE DEPENDS ON WHAT YOU DO today."

Mahatma Gandhi



Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	



"HOW CAN YOU HARNESS YOUR MINDSET FOR SUCCESS?

CALL-TO-ACTION: "WRITE ONE SENTENCE ABOUT A MINDSET SHIFT YOU'LL PRACTICE THIS WEEK."

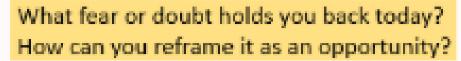


Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	

"A LEADER TAKES PEOPLE WHERE THEY WANT TO GO.

A great leader takes people where they don't necessarily want to go but ought to be."

Rosalynn Carter





Date:	
LIMITED BELIEF	
REFRAMED BELIEF	
ACTION STEP	