



SPARK 30 Day Journal

Igniting Your Inner Leader

Strength, Purpose, Adaptability, Resilience, Knowledge



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10 Minute Journaling

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.

10 Minute Journaling



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).

10 Minute Journaling



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).

10 Minute Journaling

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*

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

THEODORE ROOSEVELT

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

**LEADERSHIP IS THE
CAPACITY TO
TRANSLATE VISION
INTO REALITY.”**

WARREN BENNIS

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

PETER DRUCKER

10 Minute Journaling

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



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.”

10 Minute Journaling

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



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.

10 Minute Journaling

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



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.”

10 Minute Journaling

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



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

10 Minute Journaling

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



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.”

☐

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

George Bernard Shaw

10 Minute Journaling

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



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.”

10 Minute Journaling

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



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

10 Minute Journaling

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



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.”

10 Minute Journaling

What fear or doubt holds you back today?
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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

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

"Your life
does not
get better
by chance,
**IT GETS
BETTER BY
CHANGE."**

Jim Rohn

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

STEVE JOBS

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

Chris Grosser

10 Minute Journaling

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



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.”

10 Minute Journaling

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



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

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

**"DON'T
WATCH THE
CLOCK;
DO WHAT IT DOES.**

Keep going."

Sam Levenson

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

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

Eleanor Roosevelt

10 Minute Journaling

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



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.”

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP

*"THE FUTURE DEPENDS ON
WHAT YOU DO
today."*

Mahatma Gandhi

10 Minute Journaling

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



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.”

10 Minute Journaling

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



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

10 Minute Journaling

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



Date:

LIMITED BELIEF

REFRAMED BELIEF

ACTION STEP
