User Guide IGNITE: Building A Scalable Foundation: Decision Clarity Flow

Introduction:

This flow helps Australian entrepreneurs, small business owners, and ambitious beginners make clear business decisions, per Chapter 5 of IGNITE: Building a Scalable Foundation. Download at https://phillipmatthew.com/ignite/resources/

Steps:

- Review the example below the table to see how to define objectives and evaluate options.
- Fill the table with your business objective, decision options, risks/benefits, and review timeline.
- In the fillable PDF, enter details in each cell and save.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at https://phillipmatthew.com/ignite/resources.
- Book a call with Phil at https://phillipmatthew.com/book-a-call/ for mentoring feedback.

Business Objective	Decision Options	Risk/Benefit	Review Timeline	Mentor Feedback

Example: Expand to new market, Online store vs. physical store, Online: Low cost, high reach; Physical: High cost, local loyalty, One-month post-launch, Book weekly call with Phil.