



## Ignition Starter Pack: Launch Your Business Momentum

### 1. Business Readiness

Goal: Establish clarity, commitment, and a foundation for structured growth.

- Clarify your business purpose and mission
- Confirm your core product or service offering
- Define your ideal customer and market segment
- Identify your top three business challenges
- Set clear short- and medium-term business goals
- Review your current business structure and legal setup
- Gather basic financial records (P&L, balance sheet, revenue streams)

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### 2. Leadership & Mindset

Goal: Prepare yourself to lead with focus, adaptability, and accountability.

- Identify your personal leadership style
- Clarify your role in the business (operator vs strategist)
- Set time aside weekly for strategic reflection
- Define what success looks like for you personally and professionally
- Note any leadership skill gaps or habits to improve
- Commit to maintaining an open, learning-oriented mindset

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### 3. Operational Clarity

Goal: Create visibility over what's working and what's not.

- Map your core business processes (sales, service, finance, delivery)
- Identify any inefficiencies or repeated issues
- Review your technology stack (tools, subscriptions, CRM, etc.)
- Define your key performance indicators (KPIs)
- Identify one system or process to streamline this quarter

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### 4. Financial Foundations

Goal: Understand where your business stands financially.

- Review revenue sources and cost structure
- Confirm pricing strategy and margins
- Assess cash-flow stability
- Identify recurring expenses that could be reduced
- Set financial goals for the next 3–6 months

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## 5. Marketing & Visibility

Goal: Lay the groundwork for consistent customer attraction.

- Review your brand message and online presence
- Clarify your unique value proposition
- Identify your top three marketing channels
- Set goals for lead generation and customer retention
- Define how you track and measure marketing performance

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## 6. The Nine Dimensions Alignment

Goal: Connect your business to the broader OXXEGEN framework.

- Identify which Dimensions are most relevant right now (e.g., Strategy, Leadership, Finance)
- Note where AI or automation could support growth
- Begin linking short-term actions to long-term scalability

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## 7. Tools & Resources

Goal: Equip yourself for success throughout the program.

- Complete the Business Self-Assessment
- Review the Program Roadmap and key milestones
- Access your Ignition Resource Pack (templates, tools, guides)
- Schedule your first Strategy Session
- Bookmark your Client Portal / Dashboard (if applicable)

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## 8. Commitment & Accountability

Goal: Create momentum and follow-through.

- Schedule weekly review sessions (personal or with a coach)
- Define your top 3 priorities for the next 30 days
- Identify one accountability partner or peer
- Commit to sharing progress and obstacles openly