

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

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

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

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)

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