



INNOVATING FOR GROWTH

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This worksheet is designed to help you move from clarity to action as you begin to grow your business with innovation.

1. DEFINE YOUR PRIMARY GROWTH CHALLENGE

Complete this sentence as honestly as you can:

"Our business is struggling to grow because _____,
which impacts _____"

Example, "Our business is struggling to grow because we rely on one major client, which impacts our cash flow stability."

2. IDENTIFY YOUR INNOVATION FOCUS

Read the statements and circle the one that feels most accurate right now. This will be your primary innovation focus for the next 30 days.

Product/Service

Often shows up as: a full calendar but stagnant revenue, offers that feel outdated, or difficulty raising prices.

Customer/channel

Often shows up as: most revenue from one client, one referral source, or one platform.

Process/Systems

Often shows up as: reinventing the wheel for each client, bottlenecks, or inconsistent quality.

Business Model

Often shows up as: feast-and-famine cycles, dependence on hourly work, or offerings that don't scale.

My primary innovation focus for the next 30 days is: _____

3. IDEA GENERATION

List 3–5 ideas for innovation within your organization that aligned with your chosen innovation type. Think in terms of small changes you could implement and test within 30 days.

Examples:

- *Product / Service:* "Create a simple 'starter package' for new clients."
- *Customer / Channel:* "Run a small pilot with a slightly different client segment."
- *Process / Systems:* "Standardize our onboarding with a checklist and templates."
- *Business Model:* "Test a 3-month package instead of one-off sessions."

1. _____

2. _____

3. _____

4. _____

5. _____

4. EVALUATE YOUR IDEAS

Score each idea from 1 (low) to 5 (high) on the criteria below. Then total the score out of 20 to see which ideas are most promising. *Hint: High-impact ideas that are easy enough, aligned with your strategy, and energizing for you are strong candidates for your 30-day plan.*

Idea	Impact on Growth Challenge	Ability to implement in 30 Days	Strategic Alignment	Amount of resources	Total
1					
2					
3					
4					
5					

5. SELECT YOUR 30-DAY PRIORITY

Choose one idea to focus on for the next 30 days. Trust both your scores and your intuition.

Chosen initiative: _____

In a sentence, write down why you chose this one:

6. BUILD YOUR 30-DAY ACTION PLAN

Turn your chosen idea into a simple 30-day roadmap. Keep it specific and realistic.

• **Owner (who is responsible):** _____

• **Objective (what you will do)**

By the end of 30 days, we will, _____

• **Week 1 milestone (design/setup):**

By the end of week 1, we will, _____

• **Week 2-3 milestone (run the experiment):**

By the end of week 3, we will, _____

• **Week 4 review (learn and decide):**

In week 4, we will review results by, _____

• **Success metric (how you'll measure progress):**

Example: "Sign up 3 clients for the pilot," "Reduce onboarding time by 30 minutes,"

• **Risk or blocker (what might get in the way) and safeguard (what you'll do about it):**

Rsk/Blocker: _____

Safeguard/workaround: _____

7. 72-HOUR COMMITMENT

Choose one tangible action you will take within the next 72 hours to start your 30-day plan. This should be a 30-60 minute action you can schedule now.

One tangible action I will take within 72 hours: _____

Day and time I will do this by: _____

Small, focused actions create momentum. Your 72-hour action is the bridge between today's clarity and real change in your business.

8. START INNOVATING

Keep this worksheet as a living roadmap, not a one-time exercise. You've named a specific growth challenge, chosen the most promising innovation lever, generated and evaluated ideas, committed to one 30-day priority, and identified a concrete 72-hour action to get moving. As you implement, return to these pages to adjust your milestones, refine your success metrics, and capture what you're learning about your business. Small, consistent steps on one focused initiative will create more momentum than chasing multiple ideas at once. Use what you've started here as a foundation you can revisit every quarter to keep your innovation and growth aligned with what matters most.

If you'd like support turning this plan into consistent implementation, **Implement to Empower** partners with business owners to clarify priorities, design practical systems, and stay accountable to the changes that drive real growth, visit implementtoempower.com

