

# catalyst



A WORKBOOK by IMAN GADZHI

"THE BIGGEST BREAKTHROUGHS IN MY BUSINESS CAME WHEN I FOCUSED ON THE ONE THING THAT TRULY MATTERS. USE THIS WORKBOOK TO DISCOVER YOUR OWN CATALYST FOR SUCCESS." - IMAN

## A Letter from the Author

Dear Business Owner,

Each year, I set aside time to reflect on my journey and map out where I want to go next. This practice has been crucial in defining my goals and envisioning the future of my business. It's important to keep an eye on what's coming, to stay ahead, and to continue growing.

As a business owner—whether you're a dentist, real estate agent, consultant, or any professional—you strive to grow your business and reach new heights. Sometimes, it feels like there's a missing piece that could unlock greater success in 2025.

I've created this workbook to share the process that has helped me so much. It's designed to help you uncover that critical focus—your **Catalyst**—that can transform your business.

Through a series of thoughtful exercises, you'll identify areas within your current business to focus on, helping you reach more people, increase revenue, and open up new opportunities.

My hope is that this workbook guides you in discovering your own Catalyst for success in 2025.

As always, I'm rooting for you and watching from afar.



**Iman Gadzhi**

CEO

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### **1. Business Audit: Understanding Where You Are**

Take a close look at your business to identify what excites you, what challenges you're facing, and where you see potential for growth. This self-reflection sets the foundation for discovering your Catalyst.

### **2. Reflecting on Industry Leaders**

Analyze successful individuals in your industry to understand what makes them stand out. Learn from their strategies and consider how you can apply similar approaches to your own business.

### **3. Identifying Opportunities for Growth**

Recognize areas within your business where focusing your efforts could lead to significant improvements. Select the key area that could drive your business forward in 2025.

### **4. Setting Your Goals for 2025**

Define clear, actionable goals centered around your chosen Catalyst. Establish what you want to achieve and how you'll measure success.

### **5. Crafting Your Action Plan**

Outline practical steps to reach your goals. Break down your objectives into manageable actions and plan your activities on a weekly basis.

### **6. Sharing Your Journey**

Encourage reflection and community engagement by sharing your progress. Connect with others, stay accountable, and inspire fellow business owners.

## Chapter 1: Business Audit

**Goal:** Look closely at your business to identify what drives you and where you face challenges.

**Exercise:** Self-Reflection

### What are the biggest challenges you're facing right now?

(tick the area/s that resonate with you most)

- I'm struggling with seamless **client acquisition** and need strategies to attract and retain clients effortlessly.
- I don't have an online reputation to **establish credibility** and attract more opportunities.
- I lack access to a **strong talent pool**, making it challenging to build a high-performing team and scale my operations efficiently

### What's the one thing you have been avoiding that you can do to solve these challenges?

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### What successes have you achieved in the past year?

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### Where do you see the most growth potential?

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### Summary

By reflecting on these questions, you gain clarity on what energizes you and what might be holding you back. This awareness is the first step toward identifying your **Catalyst**.

## 2. Reflecting on Industry Leaders

**Goal:** Learn from others in your field who have achieved success.

**Exercise:** Industry Insight

**List three individuals in your industry that you admire:**

1.

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2.

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3.

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**For each, consider:**

- What makes them stand out?
- How do they connect with their clients or audience?
- What strategies or approaches contribute to their success?

### Reflection Table

Industry Leader	What Makes Them Stand Out	How They Connect Strategies for Success
1.		
2.		
3.		

(Fill in the table with your observations.)

## Analysis

### Common Themes:

Are there any shared qualities or strategies among these leaders?

What approaches resonate with you?

(Write your thoughts below.)

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## Applying Insights to Your Business

### How can you incorporate similar strategies or qualities into your own business?

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### 3. Identifying Opportunities for Growth

**Goal:** Recognize areas where focusing your efforts could lead to significant improvements.

**Exercise:** Opportunity Assessment

Review the insights from your business audit and reflections on industry leaders.

**What areas have the most potential for positive change?**

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**What is the particular skill, strategy, or focus that could make a big difference?**

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**Potential Focus Area/s**

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**Selecting Your Catalyst**

From the areas identified, choose one that you believe could be your **Catalyst** for 2025 and screenshot & share with me on X(Twitter) @Gadzhilman  
(link the post)

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#### 4. Setting Your Goals for 2025

**Goal:** Define clear, actionable goals centered around your chosen **Catalyst**.

**Exercise:** SMART Goals

Set **Specific, Measurable, Achievable, Relevant, Time-bound** goals.

**Goal 1:**

**Specific:** What exactly do you want to achieve related to your **Catalyst**?

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**Measurable:** How will you track progress?

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**Achievable:** Is this goal realistic?

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**Relevant:** How does it support your business growth?

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**Time-bound:** When do you aim to achieve it?

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**Goal 2:**

**Specific:** What exactly do you want to achieve related to your Catalyst?

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**Measurable:** How will you track progress?

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**Achievable:** Is this goal realistic?

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**Relevant:** How does it support your business growth?

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**Time-bound:** When do you aim to achieve it?

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**Goal 3:**

**Specific:** What exactly do you want to achieve related to your Catalyst?

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**Measurable:** How will you track progress?

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**Achievable:** Is this goal realistic?

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**Relevant:** How does it support your business growth?

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**Time-bound:** When do you aim to achieve it?

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## Goal Summary

Write down your top 3 goals for 2025.

1.

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2.

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3.

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I'd like to see your goals and share it

Make sure I can see your workbook too



**Shareable Moment:** Take a photo of your Goal Summary, share a story, and tag me on Instagram @imangadzhi

## 5. Crafting Your Action Plan

**Goal:** Outline practical steps to reach your goals.

**Exercise:** Action Steps - (**Pro Tip:** For each goal, reverse engineer it giving you the best action steps to achieving your goal.)

For each goal, list at least three actions you can take.

**Goal 1 Action Steps:**

1.

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2.

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3.

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**Goal 2 Action Steps:**

1.

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2.

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3.

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**Goal 3 Action Steps:**

1.

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2.

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3.

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### Final Thoughts

What excites you most about focusing on your **Catalyst**?

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How do you envision your business evolving in 2025?

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### Congratulations on completing your Catalyst Workbook!

You've taken important steps toward identifying what can drive your business forward in 2025.

By focusing on your Catalyst, you're setting yourself up for meaningful growth. Remember, your insights and actions today lay the foundation for your success tomorrow. I'm excited to see where this path takes you.

Don't forget to tag me once you've completed this workbook [@imangadzhi](#) and show me what you want to achieve.

**As always, I'm rooting for you and watching from afar.**

**Iman Gadzhi**



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Thank you for taking part.

catalyst.

# JANUARY 2025

List Your **Top 3 Goals** for January

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## How to use this calendar?

- 1. Write Down Your Daily Tasks:** Fill in specific, actionable tasks that bring you closer to your January goals.
- 2. Reflect on Your Progress:** Use the prompts on Tuesday, Thursday, and Sunday to evaluate your performance and adjust if needed.
- 3. Set Weekly Milestones:** Every Sunday, define a milestone you want to hit by the end of the week.
- 4. Track Consistency:** Circle or highlight days where you made meaningful progress. This builds momentum and keeps you motivated.
- 5. Celebrate Wins:** At the end of the month, review your goals and reward yourself for milestones achieved.

Sun

Mon

Tue

Wed

Thu

Fri

Sat

29

30

31  
New Year's Eve

01  
New Year's Day

02

03

04

05

06  
EPISODE 1  
MON 4PM EST

07

08  
EPISODE 2  
WED 4PM EST

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10  
EPISODE 3  
FRI 4PM EST

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13  
EPISODE 4  
MON 4PM EST

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01