

# 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 Aspiring Entrepreneur,

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 endeavors. It's important to keep an eye on what's coming, to stay ahead, and to continue growing.

Whether you've tried your hand at a few ventures or are just starting to explore the world of entrepreneurship, you might feel like there's a missing piece that could unlock your success in 2025.

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

Through a series of thoughtful exercises, you'll identify areas to focus on, helping you develop impactful ideas, build momentum, 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. Self-Reflection: Understanding Where You Are**

Take a close look at yourself 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 Inspiring Figures**

Analyze successful individuals that you admire to understand what makes them stand out. Learn from their journeys and consider how you can apply similar approaches to your own path.

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

Recognize areas where focusing your efforts could lead to significant progress. Select the key area that could drive your entrepreneurial journey 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 aspiring entrepreneurs.

## Chapter 1: Self-Reflection: Understanding Where You Are

**Goal:** Reflect on your current situation to identify what drives you, what holds you back, and where you see potential for growth.

Take a moment to answer these questions honestly. This process will help you understand your strengths, challenges, and opportunities for building momentum toward success.

**What aspects of creating success in your life excite you the most?** (*Example: financial independence, creative freedom, or making an impact.*)

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**What ideas, interests, or projects have you been passionate about in the past?** (*Think about hobbies, side projects, or anything that made you feel energized and fulfilled.*)

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**What do you feel is holding you back from achieving success in your life?** (*Tick the area/s that resonate most with you*)

- I don't know where to start or how to figure out what I'm good at.
- I feel like I lack the skills or confidence to make progress.
- I don't have a clear direction or plan for moving forward.
- I'm stuck in a cycle of procrastination or overthinking.
- I don't know how to focus my energy or use my time effectively.
- I feel unsure how to stand out or get noticed in a way that matters.

**What unique skills, talents, or experiences could help you create the life you want?**

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**Where do you see the biggest opportunity for personal growth right now?**

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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 Inspiring Figures

**Goal:** Learn from individuals who have achieved success in areas that interest you.

**Exercise:** Inspiration Insight

**List three individuals 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?
- What strategies or approaches contributed to their success?

### Reflection Table

Inspiring Figure	What Makes Them Stand Out	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 individuals?

What approaches resonate with you?

(Write your thoughts below.)

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### Applying Insights to Your Life

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

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### Chapter 3: Identifying Opportunities for Growth

**Goal:** Pinpoint what you already have—skills, experiences, or interests—that could be leveraged to create opportunities for progress, whether that's advancing your career, building influence, or creating income streams.

#### Exercise: Uncovering Your Leverage

Reflecting on your journey so far (Chapter 1) and the inspiring figures you admire (Chapter 2), answer the following questions to identify what you could bring to the table:

##### **What skills or knowledge do you already have?**

(Think broadly—this could be professional skills, hobbies, or personal experiences that others might find valuable.)

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##### **What experiences have shaped your perspective?**

(For example: challenges you've overcome, lessons you've learned, or unique insights you've gained.)

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##### **What do people often ask you for help with?**

(This could be a clue about what others value in you or what you're naturally good at.)

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##### **If someone paid you for advice or guidance, what would it be about?**

(This could help you identify potential areas where your knowledge or skills could provide value.)

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## The “Oh Shit” Moment: Recognizing Your Value

Now, look at your answers. Ask yourself:

1. *What do I already have that others might benefit from?*
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2. *If I shared my knowledge, perspective, or story, could it resonate with people or solve their problems?*
- 

3. *What's stopping me from putting myself out there?*
- 

## Finding Your Leverage Point

Skill/Experience	Who Could It Help?	How Could It Be Shared or Used?
e.g., I'm good at design	e.g., Aspiring creators	e.g., Offer tips, create templates
e.g., I overcame anxiety	e.g., People struggling now	e.g., Share my journey, give advice
e.g., I know how to budget	e.g., Young professionals	e.g., Teach budgeting tips online

## Spotting Your Opportunity

Think about what excites you most from your answers. This could be your potential *leverage point*—the skill, story, or value you already have that could open doors.

Write it down:

- **My potential leverage point/catalyst is**
- 

Share this with me on Instagram **@imangadzhi** I want to see your Catalyst for 2025.

## Chapter 4: Setting Your Goals for 2025

**Goal:** Define clear, actionable goals centered around your chosen Catalyst to create meaningful progress and momentum in your life.

### Exercise: SMART Goals

Building on the Catalyst you identified in Chapter 3, create goals that are:

- **Specific:** Clear and focused, tied directly to your Catalyst.
- **Measurable:** Easy to track and assess progress.
- **Achievable:** Realistic given your current resources and time.
- **Relevant:** Directly aligned with what matters most to you (whether it's personal growth, building influence, or creating opportunities).
- **Time-bound:** Linked to a clear deadline to keep you accountable.

#### 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 align with your Catalyst and the opportunities you want to create?

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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 align with your Catalyst and the opportunities you want to create?

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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 align with your Catalyst and the opportunities you want to create?

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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 @imangadzhi

## 5. Crafting Your Action Plan

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

**Exercise:** Action Steps

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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**What do you see yourself building or achieving 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.

You've taken important steps toward identifying what can drive your entrepreneurial journey forward in 2025. By focusing on your Catalyst, you're setting yourself up for meaningful progress.

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.

# 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

09

10  
EPISODE 3  
FRI 4PM EST

11

12

13  
EPISODE 4  
MON 4PM EST

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01