

# Owner Reflection: Turning Insight Into Design

A SHORT REFLECTION TO COMPLETE AFTER GOLD BENEATH YOUR FEET

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This reflection is not about doing more.

It's about slowing down long enough to notice where design — not effort — is driving outcomes in your business.

You don't need to answer every question perfectly.  
You just need to answer them honestly.

*Answer in your own words.*

**1. What part of the session made you feel uncomfortable — in a useful way?**

**2. What example or story felt familiar to your own business?**

**3. What did you realize you may have been compensating for with effort or stress?**

## SECTION 2

# Where does opportunity quietly leak right now?

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*You don't need a list. You need one place.*

4. If you had to choose one point between lead and profit that feels heavier than it should, where is it?

☐ Lead intake

☐ First contact / follow-up

☐ In-store appointment flow

☐ Pricing / rough estimates

☐ Measure / handoff

☐ Install expectations

☐ Post-install follow-up

☐ Other: \_\_\_\_\_

5. What usually happens there when things go wrong?

## SECTION 3

# What are you personally propping up?

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6. Where do you (or one key person) step in to "save the day" most often?

7. If that person disappeared for 30 days, what would break first?

## SECTION 4 One change beats ten ideas

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8. If you were only allowed to design one guardrail, rule, or clarification in the next 30 days, what would it be?

9. What would that change make clearer for your team?

## SECTION 5 Next Step (Optional)

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You don't need to solve this alone.

If you want a second set of eyes — or you want to sanity-check what you're seeing — you can share context privately.

This isn't a sales conversation.

It's simply a way to pressure-test your thinking.

**Optional note or question:**

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You don't fix profit by working harder. You fix it by designing better guardrails.

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