

The 3-Step Roadmap to a Clearer, More Confident Business

A simple checklist to bring order to the chaos and find your next right step — from Sheretha Gordon.

You have the vision. Nobody handed you the roadmap.

If running your business feels like guesswork — every decision navigated by trial and error, the quiet question “Am I doing this right?” getting louder — you're not failing. You're just missing a plan. This guide walks you through the same three steps we use with every client to move a business from stuck to growing.

1 Get Honest About Where You're Stuck

You can't fix what you haven't named. Block 30 minutes and write down where the business actually stands today.

- ☐ List the 3 decisions you keep postponing — those are your bottlenecks.
- ☐ Name your sharpest pain: cash flow? payroll? hiring? too much on your plate?
- ☐ Write one sentence: “If nothing changes, in 12 months my business will be ____.”
- ☐ Circle the ONE problem that, if solved, would relieve the most pressure.

2 Build (or Borrow) a Simple Roadmap

Effort without a plan is just motion. Turn your biggest problem into a short, ordered path — not a 40-page plan.

- ☐ Pick your one circled problem from Step 1. Ignore the rest for now.
- ☐ List the 3–5 actions that would solve it, in order. Small and specific beats big and vague.
- ☐ Put a date on each action. A step without a date is a wish.
- ☐ Decide what you'll STOP doing to make room. Growth needs the space.

3 Don't Walk It Alone

Most owners don't fail from lack of effort — they stall from lack of structure and support. Accountability is the difference between a plan and progress.

- ☐ Share your roadmap with one person who will ask you about it weekly.
- ☐ Book a standing 30-minute weekly review: what shipped, what's next.
- ☐ When you hit a step you've never done before, get a guide — don't guess.

Ready for a roadmap built for your business?

We listen first, build an easy-to-implement roadmap, and walk it with you — every step.

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