Year rhythm

Build the year from your plan, not from an empty calendar: three chapters, and one big campaign a month at most.

How to fill it in

1. The year is a story in three chapters. Each chapter serves a behaviour from tool 1, and has a start and an end.
2. One big campaign a month at most. A quiet month is not failure.
3. Protect the seasons: Ramadan, year end and results week carry no big launch.

Three chapters

	Chapter name	The behaviour it serves	From month to month
Chapter 1			
Chapter 2			
Chapter 3			

Twelve months

One big campaign a month at most. Mark the protected seasons.

	Big campaign (one at most)	Protected season
January		
February		
March		
April		
May		
June		

	Big campaign (one at most)	Protected season
July		
August		
September		
October		
November		
December		

Before you move on

- [ ] Every chapter serves a behaviour from tool 1.
- [ ] No month carries more than one big campaign.
- [ ] Ramadan, year end and results week carry no big launch.

THE RULE

The calendar is the result of the strategy, not the strategy.

Source: GoldinKollar method: a rule we use, not the result of a study

Year rhythm

Worked example

The example is made up, to show a filled template. Replace it with your own.

Three chapters

	Chapter name	The behaviour it serves	From month to month
Chapter 1	Know your target	Managers share the target in week one	January to April
Chapter 2	Every visit counts	Reps log every visit the same day	May to August
Chapter 3	Keep it going	Both, with the results shown back to teams	September to November

Twelve months

One big campaign a month at most. Mark the protected seasons.

	Big campaign (one at most)	Protected season
January	Launch: know your target	
February		
March		Ramadan
April		Results week
May	Launch: every visit counts	
June		

	Big campaign (one at most)	Protected season
July		
August		
September	Results shown back to every branch	
October		
November		
December		Year end