

# BOM

# 2021 CALENDAR

Each month we highlight a different box of the framework, providing you convenient access to tools, tips and best practices to help you implement the Pragmatic Institute philosophies in your company.

2021

JANUARY <b>User Personas</b>	FEBRUARY <b>Use Scenarios</b>	MARCH <b>Launch</b>	APRIL <b>Sales Tools</b>
MAY <b>Business Plan</b>	JUNE <b>Positioning</b>	JULY <b>Innovation</b>	AUGUST <b>Channels</b>
SEPTEMBER <b>Distribution Strategy</b>	OCTOBER <b>Revenue Retention</b>	NOVEMBER <b>Requirements</b>	DECEMBER <b>Roadmaps</b>