



 **Seismic**

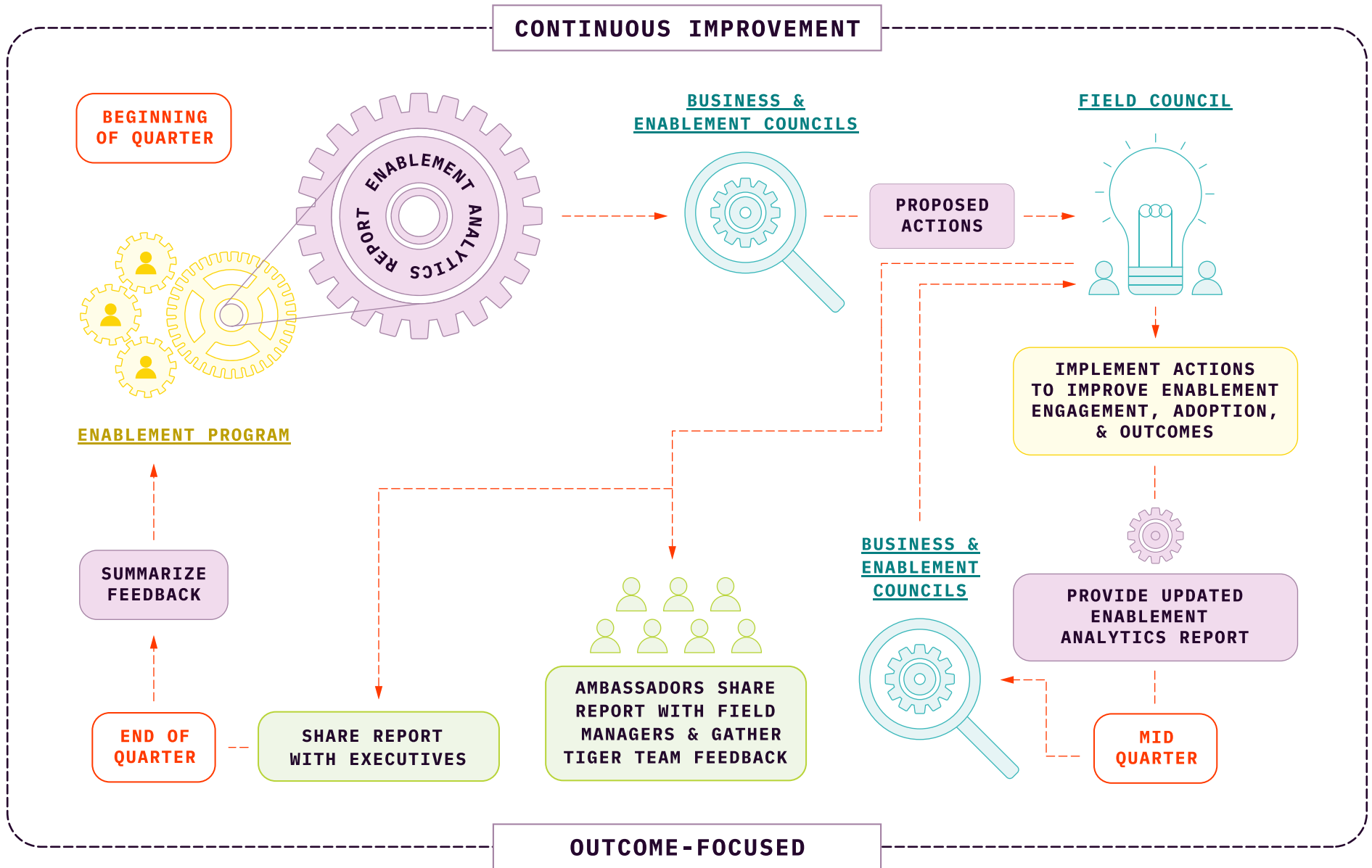
EVC Calendar

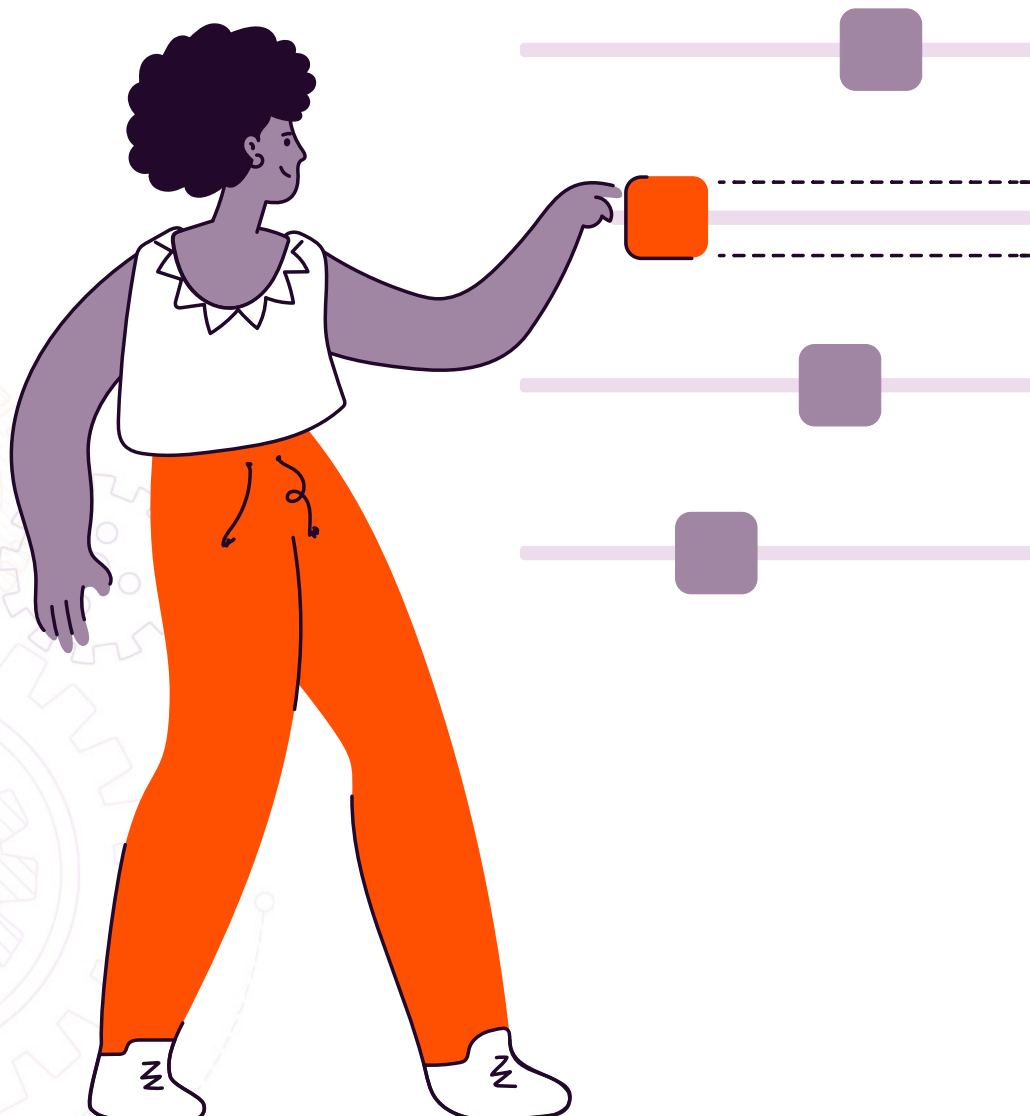
Chapter 6



Quarterly Enablement Analytics Loop

LEGEND ANALYTICS REPORT COUNCILS RECEIVING AUDIENCE ACTION TIMING DIRECTION





This resource maps out the engagements that are part of a fully functioning EVC in a suggested cadence.

The events do not have to fall on these specific dates and some engagements can take place over a period of time.

Month 1



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2
5 Field Enablement (FLD EN) team delivers programming	6	7 Field Enablement and Field Activation (FLD ACT) sync	8	9
12 FLD ACT delivers Analytics Report from prior quarter enablement FLD EN team delivers programming	13	14 Enablement Council	15 Business Councils	16 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
19	20 Field Council Buying Journey	21 FLD EN and FLD ACT sync	22 Field Council Value Journey	23
26	27	28	29	30

Month 2



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3 Implement actions	4	5 FLD EN and FLD ACT sync	6	7
10	11	12	13	14 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
17	18	19 FLD EN and FLD ACT sync	20	21
24 FLD ACT provides updated analytics report from enablement delivered in this quarter as well as info from last quarter	25	26 Enablement Council	27 Business Councils	28

Month 3



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1 Field Council Buying Journey	2 FLD EN and FLD ACT sync	3 Field Council Value Journey	4
7	8	9	10	11 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
14	15	16 FLD EN and FLD ACT sync	17	18
21	22	23	24 Executive review	25
28	29	30 FLD EN and FLD ACT sync		

Month 4



EVC Calendar

Chapter 6

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
5 FLD ACT delivers analytics report FLD EN delivers programming	6	7 Enablement Council	8 Business Councils	9
12 FLD EN delivers programming	13 Field Council Buying Journey	14 FLD EN and FLD ACT sync	15 Field Council Value Journey	16
19	20	21	22	23
26 Implement actions	27	28 FLD EN and FLD ACT sync	29	30

Month 5



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
9	10	11 FLD EN and FLD ACT sync	12	13
16 FLD ACT delivers analytics report	17	18 Enablement Council	19 Business Councils	20
23	24 Field Council Buying Journey	25 FLD EN and FLD ACT sync	26 Field Council Value Journey	27

Month 6



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
6 Implement actions	7	8 FLD EN and FLD ACT sync	9	10
13	14	15	16	17
20	21	22 FLD EN and FLD ACT sync	23 Executive review	24
27 FLD ACT delivers analytics report	28	29 Enablement Council	30 Business Councils	

Month 7



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1 Ambassador engagements (managers and Tiger Teams can run at any time during the month, not just on this day)
4 FLD EN delivers programming	5 Field Council Buying Journey	6 FLD EN and FLD ACT sync	7 Field Council Value Journey	8
11 FLD EN delivers programming	12	13	14	15
18	19	20 FLD EN and FLD ACT sync	21	22
25	26	27	28	29