

BOM 2020 CALENDAR

2019 OCT–Requirements, NOV–Roadmaps, DEC–Product Portfolio

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.

2020

JANUARY
**Sales
Alignment**

FEBRUARY
**Market
Definition**

MARCH
**Revenue
Growth**

APRIL
Awareness

MAY
**Market
Problems**

JUNE
**Revenue
Retention**

JULY
**Buy, Build or
Partner**

AUGUST
Pricing

SEPTEMBER
Measurement

OCTOBER
**Buyer
Experience**

NOVEMBER
**Win/Loss
Analysis**

DECEMBER
**Competitive
Landscape**