

[PREGAME]

MAY 2017

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1 10AM PREGAME YOUR MONTH	2 12PM GAME PLAN: ACTIONS 1PM HUDDLE: GAME PLAN	3 1PM THE AUDIENCE THE 12 CATEGORIES OF MARKETING 2PM THE PITCH PR GAME: HOW IT WORKS	4 8AM HOME TEAM 3PM MWBE CERTIFICATION W/ GOVERNOR'S OFFICE 5PM FIRST THURSDAY HH	5 10AM STORYSELLING 11AM THE DRAFT
8 10AM HOME TEAM	9 9AM EXPERTS: SOCIAL MEDIA 12PM GAME PLAN: OBSTACLES 1PM HUDDLE: GAME PLAN	10 1PM THE AUDIENCE TARGET AUDIENCE & POSITIONING 2PM THE PITCH PRESS KIT ESSENTIALS	11 8AM HOME TEAM 5PM CULTIVATING WISDOM W/ SARAH IANNARONE	12 10AM STORYSELLING 11AM THE DRAFT
15 10AM HOME TEAM 12PM PREGAME YOUR BUSINESS	16 12PM GAME PLAN: TEAM 1PM HUDDLE: GAME PLAN	17 8AM CBD... WTF?! W/ KRISTIN SCHLUPP 1PM THE AUDIENCE BRAND DISCOVERY 2PM THE PITCH EXPERT BIO	18 8AM HOME TEAM 5PM JUST FINISH IT! W/ MICHAEL KNOUSE	19 10AM STORYSELLING 11AM THE DRAFT
22 10AM HOME TEAM 1PM [MVP HUDDLE]	23 12PM GAME PLAN: VISION 1PM HUDDLE: GAME PLAN 5PM FROM ZERO TO 10X W/ OREGON ANGEL FUND	24 1PM THE AUDIENCE VISUAL BRANDING 2PM THE PITCH ELEVATOR PITCH	25 8AM HOME TEAM	26 10AM STORYSELLING 11AM THE DRAFT
29 MEMORIAL DAY CLUBHOUSE CLOSED	30 12PM GAME PLAN: GOALS 1PM HUDDLE: GAME PLAN	31 1PM THE AUDIENCE VERBAL BRANDING 2PM THE PITCH BECOMING A GUEST EXPERT	ADVANCE SIGNUP REQUIRED FOR ALL WORKOUTS CLUBHOUSE OPEN TO MEMBERS WEEKDAYS 9AM-5PM BOLD = OPEN EVENTS / GUESTS WELCOME WITH RSVP	

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CLASS DESCRIPTIONS

WORKOUTS / MEMBERS ONLY

CREATE YOUR GAME PLAN	GAME PLAN BOOTCAMP Start here: your intro to the Game Plan approach to business strategy. 2.5 hours.	GAME PLAN: ACTIONS Break your goals down into effective steps and identify priorities and timeline.	PUMP UP YOUR STRATEGY	THE AUDIENCE Maximize your marketing with workouts to strengthen your brand and build audience.	WORK OUT YOUR IDEAS	HOME TEAM Stay accountable with a high-impact huddle on your weekly goals and action plan.
	GAME PLAN: VISION Creative exercises bring clarity to your long-term vision, mission, and goals.	GAME PLAN: OBSTACLES Flip the script so you can crush challenges with a fresh approach.		THE PITCH Build your reputation with effective communications and PR strategies.		EXPERTS Get expert perspective from our favorite experienced pros.
	GAME PLAN: GOALS Unfold your vision into specific, actionable goals for the next quarter.	GAME PLAN: TEAM Engage people to create win-win partnerships that power your goals.		NEW! STORYSELLING Create compelling copy designed to connect to your perfect customer.		THE DRAFT Blast through procrastination with focused hours for writing, blogging, or solo work.

SPECIAL EVENTS / INCLUDED WITH MEMBERSHIP

OREGON MWBE CERTIFICATION Thursday 5/4 @ 3pm-4pm / Free to Guests + Members Join the Governor's Office of Diversity & Inclusion to find out everything you need to know about getting certified as a minority-, woman-owned, or emerging business.	CULTIVATING WISDOM W/ SARAH IANNARONE Thursday 5/11 @ 5pm-7pm / \$47 Guests Foster creativity and wisdom in your personal practice, innovating at the intersection of business and community with the 2016 Portland mayoral candidate & community organizer.	PREGAME YOUR BUSINESS W/ GIARA PRESSLER Monday 5/15 @ 12pm-1pm / Free for Pre-Members Clarify your goals and get a special offer on Pregame membership in our introductory workshop.
CBD... WTF?! W/ KRISTIN SCHLUPP Wednesday 5/17 @ 8am-10am / \$47 Guests Get more information about the status and potential of medical cannabis in Oregon and beyond.	JUST FINISH IT! W/ MICHAEL KNOUSE Thursday 5/18 @ 5pm-7pm / \$47 Guests Stop working on everything and work on the right things with this five-step process for creating focus and momentum.	FROM ZERO TO 10X W/ OREGON ANGEL FUND Tuesday 5/23 @ 5pm-7pm / \$47 Guests Find out what investors look for, how to create a strong business, and what it means to be a startup with 10x potential.

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