



2025  
CALENDAR



# 2025

## JANUARY

M	T	W	T	F	S	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## FEBRUARY

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

## MARCH

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31

## APRIL

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## MAY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## JUNE

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
						30

## JULY

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## AUGUST

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## SEPTEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## OCTOBER

M	T	W	T	F	S	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## NOVEMBER

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## DECEMBER

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# 01

# JANUARY 2025

## Monthly Theme: Ideation & Concept validation

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 "Inspiration & Innovation" Starter Pack	3	4
5	6 Monday Members Masterclass	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 "New Year, New Horizon" Webinar	31	

### TO DO

- Brainstorm: If you're still exploring ideas, list three potential business ideas. If you already have an idea, brainstorm three key aspects within it.
- Research: Explore existing businesses that do something similar to your idea.

### REMINDERS

- Submit: Share your ideas with us by the 31st of January, and we will open a business prospect file for you. This will allow us to keep tabs on your progress for the rest of this year's journey.



# 02

# FEBRUARY 2025

## Monthly Theme: Building a Business Plan

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Monday Members Masterclass	4	5	6 "Start Your Business" Starter Pack	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 The Knowledge Boost Webinar	28	

### TO DO

- Outline Your Plan: Draft your mission, goals, and target market overview.
- Write Your Value Proposition: Summarise what makes your business unique in one or two sentences.
- Refine: Revisit your January research and update your plan accordingly.

### REMINDERS

- Submit: Share the outline of your business plan with us by 28th February, and we will provide personalised feedback to help you refine it.
- 



# 03

# MARCH 2025

## Monthly Theme: Branding and Identity Development

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Monday Members Masterclass	4	5	6 "From Tool to Teammate" Blog	7	8
9	10	11	12		14	15
16	17	18	19	20	21	22
23	24	25	26	27 The Knowledge Boost Webinar	28	29
30	31					

### TO DO

- Create a Brand Identity: Consider logo, colours, typography, and visuals.
- Define Your Brand Voice: What is your brand's tone and personality.
- Research Competitors: Analyse competitors' brands and note what you like or dislike.

### REMINDERS

- Submit: Share your brand identity draft with us by 31st March, and we will provide personalised feedback to help refine your visuals and messaging.



# 04

# APRIL 2025

## Monthly Theme: Product or Service Development

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 "Product & Service Development Lifecycle" Starter Pack	4	5
6	7 Monday Members Masterclass	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 The Knowledge Boost Webinar	25	26
27	28	29	30			

### TO DO

- Define Your Product/Service: Outline key features and benefits.
- Create a Prototype: Develop a simple version for testing.
- Collect Feedback: Share with a small group and gather improvement suggestions.

### REMINDERS

- Submit: Share your product or service outline with us by 30th April, and we will offer feedback on its viability.



# 05

# MAY 2025

## Monthly Theme: Building a Marketing Strategy

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 "Building a Marketing Strategy" Blog	2	3
4	5 Monday Members Masterclass	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 The Knowledge Boost Webinar	30	31

### TO DO

- Define Your Target Audience: Identify your ideal customers and key traits.
- Create a Marketing Plan: Outline goals and channels using the template.
- Set Up Social Media Accounts: Create profiles on key platforms.

### REMINDERS

- Submit: Share your marketing plan by 31st May, and we'll provide feedback to help optimise it.



# 06

# JUNE 2025

## Monthly Theme: Financial Management and Budgeting

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Monday Members Masterclass	3	4	5 "Financial Planning and Analysis" Starter Pack	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 The Knowledge Boost Webinar	27	28
29	30					

### TO DO

- Create a Budget: Plan your monthly and yearly expenses.
- Track Cash Flow: Set up a system to monitor income and expenditure.
- Set Financial Goals: Identify short- and long-term financial objectives for your business.

### REMINDERS

- Submit: Share your budget and cash flow plan by 30th June for review.





# 07

# JULY 2025

## Monthly Theme: Customer Acquisition and Retention

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 "Google Analytics" Blog	4	5
6	7 Monday Members Masterclass	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 The Knowledge Boost Webinar		

### TO DO

- Identify Channels: Find where to reach your customers.
- Map the Journey: Outline steps from discovery to purchase.
- Build Retention: Create strategies like loyalty programmes.

### REMINDERS

- Submit: Share your customer acquisition plan by 31st July for feedback.



# 08

# AUGUST 2025

## Monthly Theme: Scaling and Growth Strategies

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				“Scaling and Growth Strategies” Blog	1	2	
3	Monday Members Masterclass	4	5	6	7	8	9
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	The Knowledge Boost Webinar	28	29	30
31							

### TO DO

- Plan for Growth: Outline scaling goals.
- Set Milestones: Identify key steps for expanding your business.
- Improve Systems: Streamline processes for efficiency and scalability.

### REMINDERS

- Submit: Share your growth plan by 31st August for feedback.



# 09

# SEPTEMBER 2025

## Monthly Theme: Leadership and Team Building

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Monday Members Masterclass	2	3	4 "Unlocking Leadership and Team Building Success" Blog	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 The Knowledge Boost Webinar	26	27
28	29	30				

### TO DO

- Develop Leadership Skills: Book a STAR® Manager call and begin to improve your leadership style.
- Create Job Descriptions: Write clear descriptions for key roles.
- Build Your Team: Start recruiting or refining your team for growth.

### REMINDERS

- Submit: Share your hiring plan by 30th September.



# 10

# OCTOBER 2025

## Monthly Theme: Sales and Negotiation Techniques

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 "Mastering Sales and Negotiation Techniques" Blog	3	4
5	6 Monday Members Masterclass	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 The Knowledge Boost Webinar	31	

### TO DO

- Practice Sales Techniques: Use the role-play scenarios to improve your pitch.
- Prepare for Negotiations: Follow the checklist to close deals confidently.
- Enhance Selling Skills: Participate in the interactive sales training.

### REMINDERS

- Submit: Share your sales strategy by 31st October so we can provide feedback and refine it.





# 11

# NOVEMBER 2025

## Monthly Theme: Legal and Compliance Essentials

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Monday Members Masterclass	4	5	6 "Navigating Legal and Compliance Essentials" Blog	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 The Knowledge Boost Webinar	28	29
30						

### TO DO

- Check Compliance: Ensure your business meets legal standards consider joining FSB.
- Draft Contracts: Create key business agreements.

### REMINDERS

- Submit: Share your compliance checklist by 30th November so we can review and offer guidance.





# 12

# DECEMBER 2025

## Monthly Theme: Year-End Review and Goal Setting

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Monday Members Masterclass	2	3	4 "Reflect, Refocus, and Reignite" Blog	5	6
7	8	9	10	11	12	13
14	15	16	17	18 The Knowledge Boost Webinar	19	20
21	22	23	24	25	26	27
28	29	30	31			

### TO DO

- Review the Year: Complete a reflection list to assess your progress.
- Set Goals: Define your goals for the upcoming year.

### REMINDERS

- Submit: Share your goal-setting plan by 31st December so we can help you refine it.

