

# Framework 2026

Organizations that are thriving focus in four strategic areas:

## Recency

**Keeping relationships active is your compounding revenue engine.**

What percentage of your database has a future booking?



## People

**Hope is not a business strategy. Relationship-centered forecasting is.**

Can you name the relationships behind your revenue goals?



## Demand

**Embrace the power of demand.**

How many of your customers are actively opting in for early booking access?



## Discipline

**Where strategic thinking becomes strategic doing.**

Do you know the revenue impact of inaction, or who's responsible for it?



# Recency

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## **Keeping relationships active is your compounding revenue engine.**

Your most powerful revenue engine is the people you already know. When past attendees return, relationships deepen and revenue compounds. Recency drives retention, and retention is key to both income and impact.

Revenue starts with the people you already know... and getting them back. When you focus on getting recent attendees back quickly, you deepen engagement, build revenue, and turn one-time ticket buyers into long-term supporters.

### ***Leading in 2026 means knowing:***

*What percentage of my database has a future booking?*

### ***Why this matters:***

*Because future revenue doesn't just come from strangers, it comes from relationships you've already built. Every future dollar is rooted in past behavior and it's your most reliable source of income.*

# Demand

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## Embrace the power of demand.

Perception is powerful. By using demand as a strategic lever, you can turn access into a performance driver, perception into a revenue tool, and every campaign into a catalyst for behavior change.

When audiences believe something is wanted, they behave differently. The perception of success drives momentum, urgency, and action.

Demand isn't something you wait for. It's something you build. When you manage access, control scarcity, and signal value early, your pricing becomes more powerful and your audience behavior change more profound. That's how you build revenue before a single ticket is sold.

### ***Leading in 2026 means knowing:***

*How many of my customers are actively opting in for early booking access?*

### ***Why this matters:***

*Because demand isn't passive, it's built. When people choose early access, they're showing urgency, interest, and value alignment. The earlier they engage, the more powerfully you can shape behavior, signal success, and strengthen revenue before a single seat is sold.*

# People



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## **Hope is not a business strategy. Relationship-centered forecasting is.**

Your budgets shouldn't be guesses. They should be grounded in the relationships you already have; in how people behave, how engaged they are, and how likely they are to take action again. That's unit-based planning: forecasting by people, not just revenue.

When you segment by relationship and build revenue from the audience behaviors up, you don't just set your goals; you understand exactly how you'll get there. If your budgets are built on hope instead of people, you're not planning; you're gambling.

### ***Leading in 2026 means knowing:***

*Can I name the relationships behind my revenue goals?*

### ***Why this matters:***

*Because when plans aren't tied to real people and real behavior, they're just hopeful numbers in a spreadsheet.*

*Guesswork creates risk. Relationship-driven planning reveals where growth will actually come from. That's not just better budgeting. It's better leadership.*

# Discipline



## Where strategic thinking becomes strategic doing.

Success depends on execution. And execution depends on accountability. Discipline means your team knows exactly what they're accountable for, how it connects to outcomes, and why it matters.

Whether it's revenue, retention, or relationships, outcomes only happen when people know what they're responsible for, and follow through. Discipline connects your intentions to real outcomes by clarifying roles, tracking accountability, and aligning tactics with financial impact to build a culture where clarity, consistency, and delivery are the norm, not the exception.

### **Leading in 2026 means knowing:**

- *Do I know the revenue impact of inaction, or who's responsible for it?*
- *Are my teams clear on what they're responsible for, or just busy?*

### **Why this matters:**

*Because plans that don't get done don't get results. Because without action, strategy is just expensive wishful thinking. Clarity on roles, outcomes, and impact isn't just operational; it's financial. When accountability is vague, so are results. When it's clear, revenue follows.*