




# the agenda.

## Planning Guide

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# A HANDY WAY TO THINK ABOUT THIS JOURNEY!

Working with the menstrual cycle is simple in theory, but it can feel complicated and cumbersome to figure out, especially when starting from square one. So we want to start off this planning guide with a lovely introduction to Cycle Alignment.

The founders of Red School Alexandra Pope and Sjanie Wurlitzer have laid out a map of cyclical awareness that aligns with the outer seasons. You have likely experienced winter, spring, summer, and fall, so this framework can help you get a grasp on your inner menstrual seasons as well. It looks a bit like this:

**Menstrual Phase: Inner Winter**  
**Follicular Phase: Inner Spring**  
**Ovulation Phase: Inner Summer**  
**Luteal Phase: Inner Autumn**

Understanding how the phases map to the seasons and understanding how you like to care for yourself during those four seasons can help you flow through the cycle. There are times when you will feel internal versus external, energized versus low-key. Different foods will probably nourish you differently in each phase. It is all interconnected, and completely customized to YOU and YOUR unique cycle! Use the framework in the following pages as a partner and guide, but remember you are your own ultimate authority. What you say goes!

# How to use The Agenda.

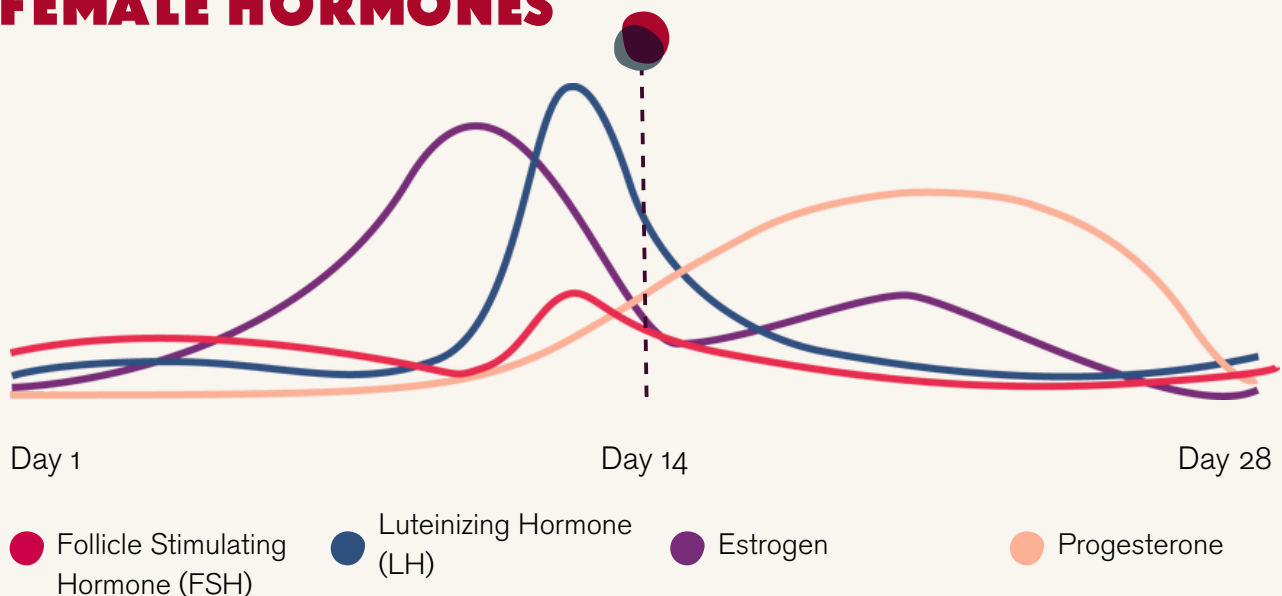
01. Grab your planner of choice: hard copy, google calendar, or even the Agenda. app ;)
02. Start your first calendar on the first day of your menstrual cycle
03. Estimate your phases for the month. Mark the top of each day with the phase color associated with that day
04. In the first few days of your menstrual cycle, get in tune with your energy and consider what you what to work on in this cycle
05. Use 'Tasks By Phase' Quick Guide to plan reflection, meetings, projects, and self care
06. Add the tasks to your monthly calendar. Loosely schedule meeting times, launches, self-care, and big events.
07. During your menstrual phase take time to reflect on the previous cycle.
08. Reflect on your insights and personal cycle patterns. Remember, this is a guide to your unique cycle; tune in!

# HORMONES CYCLES

The entire world is centered around male hormones. These hormones remain fairly homogeneous from one day to the next, which can explain why folks with this hormonal pattern find it easier to stick to a very repetitive routine.

On the other hand, cyclical hormones have greater variability. While men are hormonally similar roughly every day of the year, women are only hormonally similar 12 DAYS EACH YEAR (one day in each of the roughly 12 cycles)!!! This complexity is beautiful and really fun to work with once you understand your pattern, so happy exploring!

## FEMALE HORMONES



## MALE HORMONES



A word about language: With all of the different combinations and ways to talk about this work we have landed on Women and Menstrators. This doesn't perfectly encapsulate all of the folks who might want to come to this work, but our language is ever-evolving as we learn more. We know that not all women menstruate, and not everyone who menstruates is a woman. The Work of The Agenda. is particularly for folks who want to explore the cyclical nature of their being.

# A (Re)Introduction to Our Menstrual Cycle

In order to reclaim the power of our cycles, we must first understand how they fluctuate so we may partner with it. Everyone's cycles differ, but on average our hormonal levels can help us predict what our energy levels will be like.



The graph above shows us how our energy will rise and fall based on the phase we are in. The interplay between our hormones gives rise to these fluctuations. Equipped with this knowledge we can align our life and work with our cycles for success!

| Cycle         | Pre – Ovulation  |                  | Ovulation | Post – Ovulation |
|---------------|------------------|------------------|-----------|------------------|
| Ovarian Cycle | Follicular Phase |                  |           | Luteal Phase     |
| Uterine Cycle | Menstrual Phase  | Follicular Phase |           | Luteal Phase     |

Above we have also added a breakdown of the different ways our cycle phases are described. Here we're using the Uterine Cycle.

This is a general guide for common energy levels. Learn how to tune into your own energy levels each phase!

| Phase                         | Menstrual   | Follicular  | Ovulation   | Luteal   |
|-------------------------------|---|---|---|--|
| Moon Phase                    | New Moon  | Waxing Moon   | Full Moon   | Waning Moon  |
| Season                        | Winter  | Spring  | Summer  | Fall   |
| Approx. Cycle Days            | 1 - 5   | 6 - 11  | 12 - 19   | 20 - 28  |
| Physical                      | Shed Endometrium Lining   | Ovaries Preparing Egg   | Egg released  | Body Releases Progesterone   |
| Experience                    | Your body is going through a lot right now. Be kind to yourself! Blood loss, Abdominal cramps, tender back, pelvis & thighs, fatigue, moodswings, introversion  | Steadiness in mood & energy, Increased concentration & focus, General wellness or sense of wellbeing, More extroverted  | Increased energy, Changes in libido, Extroverted, Heightened sense of smell, Light spotting   | Relaxed, Calm, Serene, Increased sensitivity, Decrease in energy, More introverted   |
| Actions that honor your phase | Journal, Ritual, Meditation, Prayer, Rest. Observe unseen aspects of yourself and bring them into the light for healing and integration. Release and let go of what is not serving you.   | Play, Shop, Start Projects, Pursue Education, Have fun and be active, Move your body, Go after goals, Take leaps of faith. Open up your receptivity to live, draw desires toward you.   | Socialize, Take risks, Seek pleasurable interactions, Actualize goals. Peak time for manifestation, creativity, and being more outward with your work & social life.  | Connect with nature, Heal, Cleanse, Prepare for release and shed, Dig into deeper emotions, sensitivity, and your shadow. Tap into primal instincts to cultivate inner transformation. Analyze what is and is not working. |
| Qualities                     | Introspective, Wise, Integrative, Inert, Inactive, Contracting, Introverted, Spiritual, Revealing, Aware, Perceptive, Present, Releasing, Cleansing, Quiet, Restful, Sensitive  | Innocent, Playful, Moving, Active, Expanding, Growing, Belief, Faith, Extroverted, Explorative, Manifesting, Creative, Imaginative, Learning  | Energetic, Confident, Active, Expanding, Extroverted, Adventurous, Passionate, Creative, Fertile, Actualizing, Pleasureful  | Mature, Calm, Contracting, Introverted, Deep, Present, Aware, Critical, Feeling, Sensitive   |
| Cycle of Creation             | Planning  | Doing   | Manifesting   | Analyzing  |
| Suggested Work Tasks          | Planning, Brainstorming, Ideas to improve business, Intuition, Writing copy, Creative vision for cycle, Letting go of what doesn't serve you, Brainstorm collab partners, Create presentations, Mapping steps, Creative projects, Plans for virtual asst or employees, Scheduling your new cycle, meetings, and events, Analyzing where each phase falls this cycle, Create opt-ins and welcome packets | Start new projects, Networking events, Meetings, Learning, Training, Making phone calls, Launching programs, Updating email lists, Posting on social media, Live videos, Meetings with collab partners, Drop off business cards, Give presentations, Schedule posts, Post videos on Youtube, Send emails, Online challenges/summits | Live videos with calls to action, Speaking engagements, Recording videos for programs, Sales calls, Raising prices, Follow up with prospects, Collaboration, Tackling projects you are afraid of, Leading meetings, Getting pictures or headshots taken, Events | Administrative tasks, Accounting, Scheduling, Organizing paperwork, Wrap up projects, Analyze social media and website insights, Cleaning, Reorganizing, Filing, Analyzing what did and did no go well this cycle          |

# MENSTRUATION PHASE

## DAYS 1–5

This is the beginning phase of your cycle; traditionally a phase of bleeding

During the menstrual phase you may feel more introverted and more creative. You may have heightened intuition and feel more connected to that which is greater than you. You may also feel uncomfortable, tired, or drained.

**This is a great time for goal setting, visualizing, and creativity.**

### Work Activities

Planning  
Analyzing last month  
Ideas to improve business  
Tuning into intuition  
Writing copy  
creating vision for the month  
Letting go of what didn't serve us last month



### Self-Care Ideas

Taking time off  
Resting  
Journaling  
Meditation

### Suggested Exercise

Stretching  
Walking





# FOLLICULAR PHASE

## DAYS 6-11

This is the phase during which your ovaries prepare the egg for ovulation

During the follicular phase you may feel an increase of energy and extroversion. You may feel more positive and happy during this phase. You may feel your most confident at this time.

**This is a great time for external activities like meetings, networking, and job interviews.**

### Work Activities

Starting new projects  
Mapping ideas  
Networking  
Meetings  
Brainstorms



### Self-Care Ideas

OBGYN appointments  
Waxing  
Leaps of faith  
Learning  
Socializing

### Suggested Exercise:

More strenuous or cardio-intensive exercises



# OVULATION PHASE

**DAYS 12–16**

This phase is when the egg is released into the fallopian tube.

During the ovulation phase, you may feel your energy peak. If you are typically an introverted person you may feel overwhelmed by this energy. You may look and feel your best during this phase. You may have an easier time communicating and may be best received. To learn how to detect when you're ovulating, check out the ovulation tools page (PG #10)

**This is a great time for external activities like meetings, networking, and job interviews.**

## Work Activities

Public speaking  
Recording videos  
Sales calls / meetings  
Job interviews  
Asking for a raise  
Raising prices



## Self-Care Ideas

Hobbies  
Socialize  
Actualize plans

## Suggested Exercise:

High impact & group exercises



# LUTEAL PHASE

**DAYS 17–28**

This phase is when your body releases progesterone to support a possible pregnancy.

During the luteal phase you may have an easier time connecting to nature, focusing inward, and doing more repetitious tasks. You may feel tired and drained. You may find yourself more sensitive and prone to self-doubt. As you come back to the menstrual phase, you may have more mood swings or pain.

**This is a great time for tedious details; try de-cluttering, filing, and organizing during this phase.**

## Work Activities

Administrative tasks  
Accounting  
Scheduling  
Decluttering  
Organizing paperwork  
Celebrating achievements  
Product & program launches  
Wrap up old projects



## Self-Care Ideas

Nourishing foods  
Early bedtime  
Reading, bath, coffee / tea date with friends  
Connect with nature

## Suggested Exercise:

Walking & yoga



# HOW TO KNOW WHEN YOU'RE OVULATING

Knowing if you are ovulating is vital to your system. It kicks off the cascade of hormones that are important to keep your whole body functioning optimally. This is important even if you never want to have kids! We know it can be tricky to know when you're truly ovulating. To help you detect when you are in the ovulation phase we have suggested a few methods below:

## Physical Symptoms

Egg-white Cervical Mucus  
Increased Sexual Desire  
Fertile Cervical Position  
Basal Body Temperature  
Increase  
Breast Tenderness

## Special Ovulation Tools

### Ovulation Predictor Kits:

- LH only
- LH + Estrogen
- Progesterone

# How to Use the Moon Cycle

Due to various health reasons women and menstruators may find that they have long, irregular, or no cycle. If this is the case for you, you are not alone! Reach out to your health provider, acupuncturist, herbalist, or dietician to help you restore your natural balance.





That said, don't worry - you can still use the Agenda.!

Our monthly cycles mimic the cycles of the moon. You will start your calendar on the new moon, and the phases will line up as demonstrated in the chart below.



| Menstrual Phase | Moon Phase  |
|-----------------|-------------|
| Menstrual       | New Moon    |
| Follicular      | Waxing Moon |
| Ovulation       | Full Moon   |
| Luteal          | Waning Moon |

## PHASES LEGEND

-  Menstrual
-  Follicular
-  Ovulation
-  Luteal

## MONTH:

|     |     |     |     |            |     |
|-----|-----|-----|-----|------------|-----|
| Jan | Feb | Mar | Apr | <b>May</b> | Jun |
| Jul | Aug | Sep | Oct | Nov        | Dec |

## GOALS:

Learn more about how my cycle affects my energy,  
motivation levels, and overall mood.

Learn more about how that impacts my business

| SUNDAY                                       | MONDAY                          | TUESDAY                              | WEDNESDAY                                 | THURSDAY                                       | FRIDAY                                       | SATURDAY                     |
|--|---------------------------------|--------------------------------------|---|--|--|------------------------------|
| 1  | 2<br>Day Off                    | 3<br>Monthly<br>Vision &<br>Planning | 4<br>Internet<br>Content<br>Planning & Ad | 5<br>Analyze what<br>didn't work<br>last cycle | 6<br>Brainstorm<br>changes for<br>this cycle | 7                            |
| 8  | 9<br>Business<br>Meetings       | 10<br>Networking                     | 11<br>Launch new<br>program               | 12<br>Sales                                    | 13<br>Promo videos                           | 14<br>Workshop<br>Networking |
| 15   | 16                              | 17                                   | 18  | 19   | 20<br>Schedule<br>events for<br>next month   | 21<br>Declutter              |
| 22   | 23<br>Work on<br>product launch | 24                                   | 25<br>Organize                            | 26<br>Wrap up<br>projects                      | 27<br>Accounting                             | 28                           |
| 29<br>Analyze this<br>cycle's<br>performance | 30                              | 31                                   | x   | x  | x  | x                            |

## To-do This Cycle

Product Launch

Business Meetings

Networking

Social Media Posting

## Notes

Next Month: Uplevel Self-care

Felt energized during my follicular phase

Felt a lot of self-doubt at the end of my luteal  
phase

## MONTH:

## PHASES LEGEND



New Moon



Waxing Moon



Full Moon



Waning Moon

## GOALS:

Learn more about how my cycle affects my energy,  
motivation levels, and overall mood.

Learn more about how that impacts my business

| SUNDAY  | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--------|---------|-----------|----------|--------|----------|
| 1<br><br>New Moon     | 2      | 3       | 4         | 5        | 6      | 7        |
| 8   | 9      | 10      | 11        | 12       | 13     | 14       |
| 15<br><br>Full Moon | 16     | 17      | 18        | 19       | 20     | 21       |
| 22  | 23     | 24      | 25        | 26       | 27     | 28       |
| 29  | 30     | 31      | x         | x        | x      | x        |

## To-do This Cycle

Product Launch

Business Meetings

Networking

Social Media Posting

## Notes

Next Month: Uplevel Self-care

Felt energized during my follicular phase

Felt a lot of self-doubt at the end of my luteal  
phase

## MONTH:

|     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | Jun |
| Jul | Aug | Sep | Oct | Nov | Dec |

## PHASES LEGEND



Menstrual



Follicular



Ovulation



Luteal

## GOALS:

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

## To-do This Cycle

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## Notes

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MONTH:

|     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | Jun |
| Jul | Aug | Sep | Oct | Nov | Dec |

PHASES LEGEND

-  New Moon
-  Waxing Moon
-  Full Moon
-  Waning Moon

GOALS:

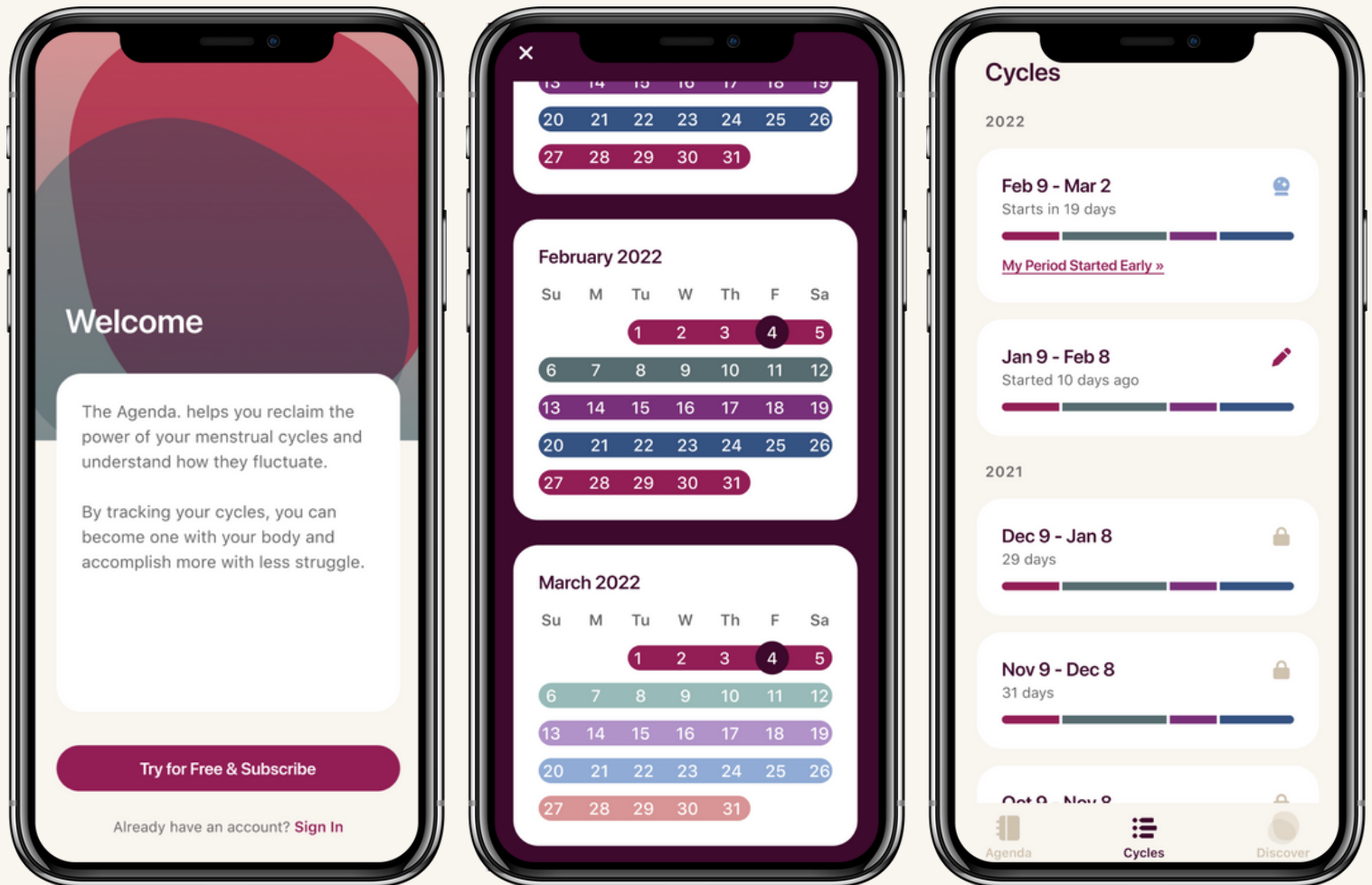
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |
|        |        |         |           |          |        |          |

To-do This Cycle

Notes

# SPECIAL THANKS TO THE AGENDA.'S GENEROUS SUPPORTERS.

THANKS TO YOU, THE MOVEMENT  
CONTINUES!



The Agenda. App offers calendar  
integrations and insights into your cycle:

[LEARN MORE HERE!](#)