

# Chamber Engine Worksheet

*Building a Chamber Flywheel Through Programs, Events, and Member Momentum*

— Why programs and events should start the engine – not wear out the staff —

Use this worksheet during the session to evaluate whether your chamber calendar is creating activity or momentum.



## The Chamber Engine Model

Engine Part	Chamber Equivalent	Key Question
1. Pull string	Programs and events	What intentional action starts movement?
2. Fuel	Member value	Why does this matter to members?
3. Air	Community relevance	What real business or community need does this address?
4. Spark	Engagement and storytelling	What causes people to care, remember, or share?
5. Tuning	Chamber systems	What follow-up, calendar rhythm, sponsorship, or content system keeps it running?
6. Flywheel	Member and community momentum	What energy carries forward after the event?

**“ A busy chamber fills a calendar. A strategic chamber builds a flywheel. ”**



## Diagnose One Event

Choose one chamber program or event and work through the prompts below.

Event/program selected: \_\_\_\_\_

1. Pull string: What intentional effort starts movement? \_\_\_\_\_

2. Fuel: What member value does it create? \_\_\_\_\_

3. Air: What business or community need does it connect to? \_\_\_\_\_

4. Spark: What causes people to care? \_\_\_\_\_

5. Tuning: What follow-up keeps it running? \_\_\_\_\_

6. Where is the engine sputtering?

- Pull string   
  Fuel   
  Air   
  Spark   
  Tuning   
  Flywheel  
 Capacity   
  Revenue   
  Sponsorship



## Calendar Audit

Use this page to evaluate your chamber calendar and identify where to keep momentum, tune what matters, and reduce drag.



**1. Keep** What is one program or event that is clearly working and worth protecting?

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**2. Improve** What is one program or event that still matters but needs tuning?

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**3. Combine** What could be merged with something else to reduce drag or increase impact?

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**4. Sunset** What may no longer deserve the staff time, calendar space, or member attention it receives?

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**5. Create** What new program, partnership, content series, or touchpoint may be needed?

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## One Action Commitment

One specific action I will take when I return home: \_\_\_\_\_

Who needs to be part of that conversation? \_\_\_\_\_

When will I start? \_\_\_\_\_



## Continue Building Your Chamber Flywheel

**Scan to access the full Chamber Flywheel Toolkit**

- Full toolkit
- Content calendar planner
- Featured podcast episodes
- Free Chamber Podcasting Guide

[chamberchatpodcast.com/flywheel](https://chamberchatpodcast.com/flywheel)

Get practical worksheets, follow-up resources, and the podcast examples featured in this session.