

1 2 3 4 5 6 7 8 9 10 11 12

THE 12 WEEK YEAR

Core Training

PARTICIPANT WORKBOOK

OVERVIEW OF THE 12 WEEK YEAR CONCEPTS

At The Execution Company we understand what may be the most important concept in business: It's not what you know; it's not who you know; it's what you implement.

In the end market leaders don't necessarily have better ideas; what sets them apart from others is that they execute more effectively.

Great ideas and strategies are worthless unless they are implemented. The marketplace only rewards those ideas that get executed.

There are five disciplines that support effective execution and success, they are:

DISCIPLINES

1.

2.

3.

4.

5.

There are three principles that are the foundation of high performance:

PRINCIPLES

- 1. _____
- 2. _____
- 3. _____

“You can’t build a reputation on what you’re going to do.”

- Henry Ford

ENVISIONING THE FUTURE

Big thinking always precedes big achievement. Our vision of the future will profoundly shape our destiny. Winston Churchill said: “The empires of the future are the empires of the mind.” We create things twice – first mentally and then physically.

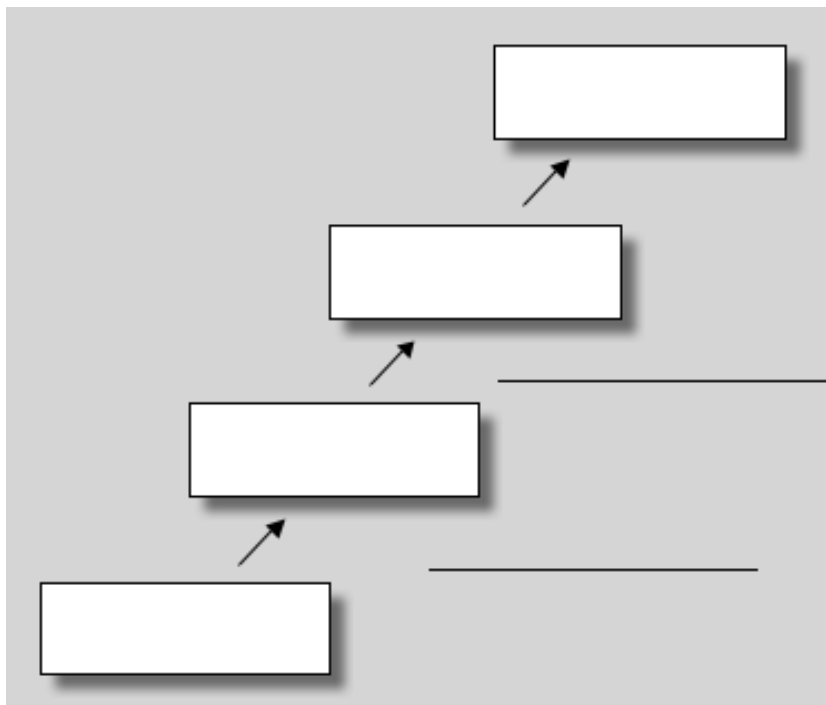
It is essential that we think about, dream about, and ultimately envision our futures. A compelling vision provides meaning and direction. People with a vision can overcome seemingly insurmountable odds. Holding a clear picture in your mind of the desired future will mobilize your creative efforts and generate the desire and energy to perform.

All significant accomplishment began with someone daring to think it possible. So often we sell ourselves short, we aim well below our potential. You can do far more than you’ve ever dreamed or imagined. You are currently surrounded by breakthrough opportunities. Put aside the doubts and fears; claim the future! At this juncture knowing how you’re going to get there is not important. What’s important is knowing where you want to be. Once decided, you can determine the best route, and the appropriate tactics to get there. For now *Focus on the Future*.

“The indispensable first step to getting what you want in life is this: decide what you want.”

– Ben Stein

ENVISIONING GREATNESS



HAVE - DO - BE

This is a fun exercise where you brainstorm various aspects of your dreams, hopes and desires and capture all the things you would like to have, do and be during your lifetime.

Start with the Have column and take a few minutes to think through all the things you would like to have before you die. The list can contain materials things like a new house or car, as well as other items like good health. The only rule we have is that if you think of it, you write it on the page. No judging! Too many times we limit ourselves before we even get started. If it comes to mind jot it down. Then repeat this process for the Do and Be categories.

Some of the items you list will matter greatly to you, others not so much. That is fine. That is all part of the exercise. It is just designed to get you thinking broadly about these categories. I want to encourage you to get outside your comfort zone, dream big, and have some fun with it.

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IMPORTANT QUESTIONS ABOUT YOUR FUTURE

- What do you really want from your work?

- How &/or what do you want to contribute in your career?

- What kind of spouse/partner do you want to be?

- Describe yourself as a parent?

- What about you as a person - Intellectually? Physical health? Character?

- Where do you see yourself spiritually?

- What do you dream of contributing to the world?

- How would you like to be remembered?

LONG-TERM VISION

It's now time to draft your Vision. As I mentioned in the video, you'll take two cuts at it. The first is the long-term aspirational vision. In this section you will capture what a great life lived looks like for you 5, 10, 15 or more years into the future. Use the Have/Do/Be exercise to help you identify what really matters to you.

ASPIRATIONAL VISION

What is your vision for the long term - 5, 10, 15 years into the future?

36-MONTH VISION

The next cut is the 36 month Vision. Start by entering your age 3 years from today. Then similar to the Aspirational Vision capture what a great life lived for you looks like 36 months from now.

36-MONTH VISION AGE: _____

What is your vision? Three years from now what do you want to create in your personal life and in your business:

- Spouse, Family, Health, Spiritual, Social, Financial, Career, Intellectual, Emotional, Life Style and Free Style

In this section I want you to identify 3 words that best describe the future you based on your two vision statements.

Three words that describe the future you:

BUILDING YOUR 12 WEEK PLAN

The purpose of a plan is to define what it will take to get you ‘there.’ If your Vision is the ‘what,’ then your 12 Week Plan is the ‘how.’


Remember that planning can be great fun. The process of thinking through, and then setting out what it will take to reach your goals, creates positive emotions and energy. It also makes your Vision seem more attainable. *You begin to shift from possible to probable.*

WHAT’S DIFFERENT WITH 12 WEEK PLANNING:

1. _____
2. _____
3. _____

STARTING WITH THE END IN MIND

Here is a sample **12 Week Plan**. In this lesson, you will create a similar plan. Plans have two tiers. They are:



Sample Agent's Goals and Plan

Goal
Close \$105,000 in new business
Lose 10 lbs.

Goal: Close \$105,000 in new business				
Tactics	Due	Begin in	End in	Completed
ID top in-profile opportunities (min of \$10,000) likely to close within next 12 weeks	week 1			week 1
Call a min of 5 prospects per week to schedule meetings and schedule a min of 3/wk	each wk	week 1	week 12	
Conduct a minimum of 2 initial appointments per week	each wk	week 1	week 13	
Follow up with prospects weekly to close	each wk	week 1	week 13	
Create sales tracking graph for my wall & update weekly	each wk	week 1	week 13	
Review results weekly and determine if changes are needed to plan	each wk	week 1	week 13	

Goal: Lose 10 lbs.				
Tactics	Due	Begin in	End in	Completed
Join a health club	week 1			week 1
Limit calorie intake to 1,200 or less/day	each wk	week 1	week 12	
Do 20 minutes of cardio 3 times/wk	each wk	week 1	week 12	
Train with weights 3 times/week	each wk	week 1	week 13	
Drink at least 6 glasses of water each day	each wk	week 1	week 13	

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12 Week Goals – this is where you want to be at the end of 12 weeks. It links to your vision. You may have multiple goals, just remember that “less is more,” the more focused your plan is the more effective you will be.

Tactics – this is how you will accomplish each Goal. For each goal you create tactics (actions) that you will take in order to achieve your goal.

How the plan is structured and written has a huge impact on your execution. Vague or poorly written goals and tactics will hinder effective execution. Likewise, a well-constructed goal is clear and precise, thereby making implementation easier.

PLAN CRITERIA

Let's begin with a review of the criteria to write effective goals and plans. There are five criteria to adhere to when writing a plan:

1. Specific & measurable – Quantify or qualify. The more specific, the better! You need to define where “there” is in order to determine what actions will be most effective.
2. Stated positively – Focus on what you want to happen that is positive. As an example rather than “Achieve a 2% error rate,” you would state that as “Achieve a 98% accuracy rate.”
3. Realistic stretch – If the strategy is lay down, then you need to stretch more; if it is absolutely impossible, then factor it back a little.
4. Accountability – Individual accountability is critical. Everyone's challenge is no one's challenge. Each tactic needs one name assigned to it.
5. Time bound – There is nothing like a deadline to get and keep things moving. The plan is bound by 12 weeks, in addition, each tactic has a due date.

12 WEEK GOAL

FOR THE 12 WEEK YEAR BEGINNING ____/____/____ & ENDING
____/____/____, I WILL:

1. _____
2. _____
3. _____

MIND MAPPING EXERCISE



GOAL #1

A 'TACTIC' IS DEFINED AS:

12 WEEK PLAN WORKSHEET

It's time to set your goal(s) for your 12 Week Year. Officially we start all 12 Week Year's on a Monday and finish on Sunday. Determine when you will kick-off your 12 Week Year and then identify your end date. Enter the start and end date below.

Next construct your goal(s). Just because we have provided three lines doesn't mean you need to have three goals. It's all about focus. If this is your first 12 Week Year I recommend you have no more than 1 business/career goal and 1 personal goal.

Goal 1: _____

Tactics	Week Due
1: _____	_____
2: _____	_____
3: _____	_____
4: _____	_____
5: _____	_____
6: _____	_____
7: _____	_____
8: _____	_____
9: _____	_____
10: _____	_____
11: _____	_____
12: _____	_____

Goal 2: _____

Tactics	Week Due
1: _____	_____
2: _____	_____
3: _____	_____
4: _____	_____
5: _____	_____
6: _____	_____
7: _____	_____
8: _____	_____
9: _____	_____
10: _____	_____
11: _____	_____
12: _____	_____

Goal 3: _____

Tactics	Week Due
1: _____	_____
2: _____	_____
3: _____	_____
4: _____	_____
5: _____	_____
6: _____	_____
7: _____	_____
8: _____	_____
9: _____	_____
10: _____	_____
11: _____	_____
12: _____	_____

PROCESS CONTROL & SCOREKEEPING

At this point you have created a compelling vision and a plan to achieve your personal and business objectives: now the work begins. Having a plan is one thing; effectively implementing it is another. This is the stage where most people struggle. Installing a Weekly Routine is the “secret” to effectively implementing your plan.

THE WEEKLY ROUTINE CONSISTS OF THREE ELEMENTS:

1. _____
2. _____
3. _____

1. PLAN YOUR WEEK

At the beginning of each week, you will create a Weekly Plan that contains the actions (tactics) that are due this particular week in your overall 12 Week Plan.

The Weekly Plan is such a powerful tool because it simply and effectively translates the entire 12 Week Plan into more manageable and focused daily and weekly action. It is the instrument that organizes and drives your week, becoming, in effect, your “game plan” for those 7 days.

Please note – the Weekly Plan is not a glorified “to-do” list; rather, it reflects the critical strategic activity that needs to take place this week in order to achieve your 12 Week Goals.



Sample Agent's Weekly Plan

Plan for Week 2 - Score: 0

Close \$105,000 in new business

- Follow up with prospects weekly to close
- Call a min of 5 prospects per week to schedule meetings and schedule a min of 3/wk
- Conduct a minimum of 2 initial appointments per week
- Create sales tracking graph for my wall & update weekly
- Review results weekly and determine if changes are needed to plan

Lose 10 lbs.

- Limit calorie intake to 1,200 or less/day
- Do 20 minutes of cardio 3 times/wk
- Drink at least 6 glasses of water each day
- Train with weights 3 times/week

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2. DON'T GO IT ALONE – THE WAM

You are 7 times more likely to be successful if you participate in some form of peer support. There was a study conducted with patients that had severe medical conditions that required lifestyle changes in order to live. What they found is that when patients attended group support sessions that their success rate was nearly 7 times higher. The groups not involved in peer support had a 10% success rate. Those participating in support had a 77% success rate. The lesson is clear, if you are facing change, don't go it alone.

A WAM (Weekly Accountability Meeting) is a critical element of your execution process. This is a short meeting (15 – 20 minutes) typically held on Monday morning with a small group of peers that have all agreed to support, challenge, and encourage one another.

Who will be on your support team:

WAM PARTNERS

1. _____
2. _____
3. _____

The WAM Agenda

1. Individual Report Out
 - Results: Actual to Goal
 - Weekly Execution
 - What's working, where I'm struggling
 - Team feedback
2. Encourage & Close

3. SCORE YOUR WEEK

Measurement drives the process. It is the anchor of reality. To create your best results you will need to track your *12 Week Year results* daily, weekly, and monthly!

To make The *12 Week Year* work for you, you will need to measure both **lead and lag indicators**. Lag indicators are the end results, while lead indicators are the activities that produce the lag results.

BRAINSTORM LEAD AND LAG INDICATORS

MY INDICATORS

The most effective lead indicator available to you
is your _____!

My Weekly Plan & Scorecard

 Print

Close \$105,000 in new business  

Scoring Week 2 (Apr. 13th)

☒ Follow up with prospects weekly to close  

each week from week 1 - week 13

☒ Call a min of 5 prospects per week to schedule meetings and schedule a min of 3/wk

each week from week 1 - week 12

☐ Conduct a minimum of 2 initial appointments per week  

TIME BLOCKING

Benjamin Franklin said, “If we take care of the minutes, the years will take care of themselves.” The challenge is that throughout our week “things” come up - stuff that we didn’t anticipate that eats up valuable minutes. Trying to reduce these things is sometimes more frustrating than dealing with them. The key to successful time use is not necessarily in eliminating these unplanned interruptions but in regularly blocking out time to focus on the strategically important items, the “blue chips”.

Performance Time is a system that utilizes “time blocking” to maximize your effectiveness. There are three primary blocks: Strategic Blocks, Buffer Blocks, and Break-out Blocks.

STRATEGIC BLOCK – A Strategic Block is a 3 hour block of uninterrupted time that is scheduled in advance. During these blocks you accept no phone calls, no faxes, no e-mails, no visitors – no anything. You focus all your energies on the preplanned items – the strategic and money-making activities. Doing so concentrates your intellect and creativity, and produces breakthrough results. You will be astounded by the quantity and quality of the work you produce.

STRATEGIC BLOCK ACTIVITY

BUFFER BLOCK – Buffer Blocks are created to deal with all the unplanned items that arise throughout the day. Nothing is more unproductive and frustrating than having to deal with constant interruptions throughout the day. We’ve all had days where unplanned issues dominated our entire day.

A Buffer Block is a block of time set aside in advance to handle the unexpected. For some, thirty to sixty minutes once a day is sufficient. For others, two separate one-hour blocks may be necessary. By grouping together activities that tend to be unproductive we can reduce the inefficiency and take back control of our day.

BUFFER BLOCK TASKS

BREAKOUT BLOCK – One of the key factors contributing to performance plateaus is the absence of free time – so often entrepreneurs and professionals get caught up in working longer and harder. This approach is an energy and enthusiasm killer. In order to achieve greater results what's necessary is not more hours, on the contrary, it is more free time.

A Breakout Block is a minimum 3 hour block of scheduled time that is devoid of any work related activities and thoughts. It is time scheduled away from the business during normal business hours. This time is designed to refresh and reinvigorate so that when you return to work you can effectively focus.

YOUR BREAKOUT BLOCK ACTIVITIES

The Time Blocking concept can be used for more than just Strategic or Buffer Blocks. The more you can structure your days and weeks the more effective your execution becomes. If possible, schedule routine tasks on the same day at the same time each day of the week. Also consider when you tend to be at your best. Are you a “morning” person or are you better in the afternoon or evening? Schedule the important activities during this time: Strategic and money-making activities, like your Strategic Block and coaching sessions.

NOTES:

MODEL WEEK

	Monday	Tuesday	Wed.	Thursday	Friday	Saturday	Sunday
7:00 am							
8:00 am							
9:00 am							
10:00 am							
11:00 am							
12:00 pm							
1:00 pm							
2:00 pm							
3:00 pm							
4:00 pm							
5:00 pm							
6:00 pm							
7:00 pm							

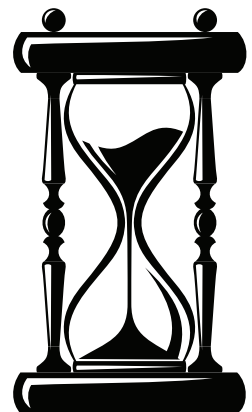
3 PRINCIPLES OF HIGH PERFORMANCE

1. ACCOUNTABILITY

Accountability is not consequences, it's _____!

2. COMMITMENT

3. GREATNESS IN THE MOMENT



“Greatness is achieved in the moment.”

CONCLUSION

That's it! If you've gotten this far, you are officially "Periodized." Congratulations and welcome to the growing community of 12 Week Year™ practitioners! Now, the good stuff happens.

You have a vision and 12 Week Goals. You have a 12 Week Plan to reach those goals. You have the Weekly Routine to keep you on track each and every week of the 12 Week Year.

All that's left is for you to immerse yourself in the energy and focus of the system. Don't start a week without a plan. Don't end a week without scoring. Have the courage to confront your performance breakdowns and learn from them.

Thomas Edison said that if we only did what we are capable of doing, we would astound ourselves. You are capable of great things! You have everything you need to be great right now. Stop waiting to be great and start acting – create your first Weekly Plan and start executing. In a very short time, you will be amazed at the changes in your thinking, actions, and results.

Have an astounding 12 Weeks!

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