

FACILITATOR'S GUIDE

ONE DAY

12 Week Year Trainer



12 week year

INTRODUCTION

To The 12 Week Year



INTRODUCTION MODULE

PURPOSE:

- Create Interest and Excitement in the 12 Week Year
- Establish the value of Execution
- Overview the 12 Week Year
- Introduce the 12 Week Year Disciplines and Principles

EMOTIONAL CONNECTION:

The 12 Week Year will help you to perform at your best each day. What this means is that participants can get more of what they want in life, including greater income, more free time, and increased confidence and a sense of control.

MODULE AGENDA:

I. WELCOME

- a. Welcome to the session
- b. Personal Story
- c. Introduce Brian and the role of his videos

II. INTRODUCTION

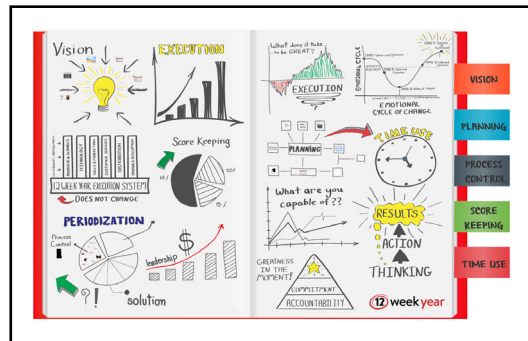
- a. Play VIDEO
- b. Discuss key points from video
- c. Their Expectations of The 12 Week Year

III. THE 12 WEEK YEAR EXECUTION SYSTEM

- a. 12 Week Year is similar to a computer's operating system
- b. The 12 Week Year is an execution system

TRAINER'S NOTES

WELCOME



Show first slide

Welcome to The 12 Week Year!

My name is _____ and I'll be your facilitator for this 12 Week Year session.

If not everyone knows you, state your position and give a brief overview of your professional background.

Today you are going to be introduced to The 12 Week Year. It is a system designed to help you accomplish more in both your personal, and business life.

We are very fortunate to have this opportunity to participate in what I know will be an incredible session for all of you, and a life changing experience for many of you.

When I was introduced to The 12 Week Year...

Tell your personal experience with The 12 Week Year; emphasize the changes in your thinking, your actions and your results. Mention any success stories in your firm that show what might be possible for them if they decide to apply The 12 Week Year.

I'm excited for each of you and the opportunity that you have to apply this powerful concept in your business and in your personal life.

Throughout the session you will hear not only from me, but also from the co-author of the book The 12 Week Year, Brian Moran.

Brian Moran is President and co-Founder of The Execution Company, and has over twenty-five years of expertise as a corporate executive, entrepreneur, consultant and coach.

TRAINER'S NOTES

Brian is an expert in the field of leadership and execution. He realized that most people don't lack for good ideas, but instead struggle with effective implementation of those ideas. This is what led him to the development of The 12 Week Year.

As we get started, please open your Participant Workbook to page 1, and use it to take notes and to capture your insights throughout the session.

Brian will share his thoughts and insights on each training segment throughout our session through short videos.

INTRODUCTION VIDEO

Here are his thoughts as we prepare to kick-off the 12 Week Year training:



*Play video
segment:
Introduction*



*Show 12 Week Year
calendar slide*

What are your thoughts on what you just heard from Brian?

Key Points:

- *Are you capable of more?*
- *To be great, it takes execution*
- *Our results in life are the outcome of our thinking*
- *Annualized thinking limits results*
- *Key is to shift thinking to 12 Week Years (not quarters or 90 day plans)*
- *5 Disciplines - Vision, Planning, Process Control, Scorekeeping, Time Use*
- *3 Principles - Accountability, Commitment, Greatness in the Moment*

TRAINER'S NOTES

If they don't bring up the key points that Brian discussed, bring them up and ask what they thought about them.

What are your expectations for the 12 Week Year? The greater your expectations, the greater your potential results.

Capture as many expectations as possible on the flip chart.

The 12 Week Year is a system designed to help you execute more effectively. The fundamental breakdown in performance is not in knowing what to do, but actually doing it.

As Brian said, *"The best ideas and strategies are worthless unless they are implemented. The marketplace only rewards those ideas that get implemented."*



Expectations

With The 12 Week Year you will find yourself taking action on the things that matter most and accomplishing more in less time. At its core The 12 Week Year is a system that fundamentally changes the way you think and act.

Over the rest of today's session we will walk through the 12 Week Year Principles and Disciplines that Brian discussed.

EXECUTION SYSTEM

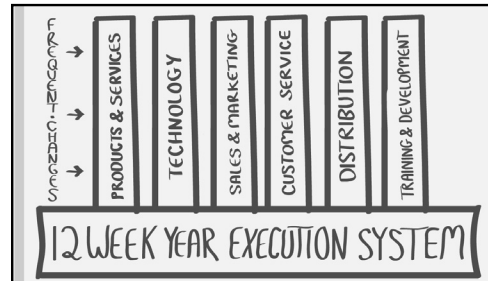
As you learn about the 12 Week Year, I think that it helps to think about the 12 Week Year as being similar to the operating system in your computer. No matter what other software you have, you must have an operating system to make it all function.

In the same way, The 12 Week Year is an execution system that helps all of your other systems to deliver. In a sense it is your personal and business operating system. Without an execution system your results will suffer.

It is important to realize that The 12 Week Year isn't added on top of all of the other things that you have to do, and all of the other systems that you already have. That won't work - you are already busy enough.

Instead The 12 Week Year becomes the foundation for all of your other systems. It becomes the way that you get things done.

TRAINER'S NOTES



*Show the Execution
System slide*

The 12 Week Year underpins all of your other existing systems, and all the systems that you will likely add in the future. Your marketing, CRM, technological, administrative, sales, products, and support systems are all executed through the 12 Week Year.

As your competitive environment changes, as the market shifts, you have to adapt. Your technology has to change to keep up with the market. So does your selling system, and your marketing system, and so on.

What doesn't change is your execution system - The 12 Week Year. The strategic actions that you have to take to implement and execute your other systems, are incorporated into your 12 Week Goals and Plan. Regardless of your changing objectives and systems, you always execute from your 12 Week Plan because your plan encompasses what you have to do to execute those systems and reach your goal.

Using this execution system, you become better and more consistent at getting the right things done. The 12 Week Year does not add to your work, instead it makes the work you are already doing more effective.

SESSION AGENDA

Now that we've set the stage, it's time to roll up our sleeves and go to work. Here's the agenda for the session:

Write out the agenda on a flip chart as you walk the group through it.

- *Vision: You will craft an emotionally compelling Vision that balances your personal and business dreams.*
- *12 Week Planning: You will set a meaningful 12 Week Goal and determine the actions to to achieve it.*
- *Effective Time Use: You will learn to use time blocks to take back control of your time.*

Agenda

TRAINER'S NOTES

- *Accountability: You will learn how true accountability is the foundation of high performance.*
- *Process Control & Scorekeeping: You will learn how to apply the 12 Week Year tools to stay on track with your plan each week.*
- *Next Steps/Greatness in the Moment: You will learn how each moment is an opportunity to be great.*

Any questions before we start working on your visions?

Answer questions and transition to Vision Module.