

LEADING THE 12 WEEK YEAR  
**REVOLUTION**



**12** week year

For the individual The 12 Week Year is a different way of thinking and behaving; for a team engaged with The 12 Week Year, it is a cultural change.

Full engagement with The 12 Week Year requires more than just a training. The 12 Week Year session is just the first step. The initial training introduces the concept of the 12-week execution cycle and the related structures of high performance. But the power of The 12 Week Year comes when it is applied fully as an operating system, so the real work begins after the training session.

The 12 Week Year is a significant change, and all change is uncomfortable. Without ongoing support, most people will not fully engage with or sustain The 12 Week Year.

Not everyone on your team will adopt the process and tools completely, but the more that do, the better the results will be. To get significant engagement levels, leadership must actively champion the cause.

We have designed this section on leading The 12 Week Year “Revolution” to guide you as you follow up and reinforce The 12 Week Year. The approach outlined below leverages a combination of individual and group touch points that build on the most recent change research:

**PLAN REVIEW** – Right after the initial training, and at the beginning of each new 12 Week Year, it is critical that each participant’s plan is reviewed.

The plan review is best done in a one-on-one session where you the trainer (or another qualified individual) sits down with the individual and analyzes the quality, content and structure of their 12 Week Plan.

In these 1:1 sessions, you will look to ensure that the plan is focused in a few key areas, and that the goals and tactics are written according to the criteria outlined in the Planning Module.

The plan review affords each individual an opportunity to get feedback on their plan before beginning to implement it.

**WEEKLY ACCOUNTABILITY MEETING (WAM)** – The WAM is a critical element of effective execution. Studies have shown that when you engage with peer support, the probability of being successful with change is seven times greater than it would be without it. The WAM is a structured approach that creates peer-to-peer support every week. Ideally a group of 3-4 members works best.

The WAM is a short meeting typically held on Monday morning after everyone has had a chance to plan their week, and score the previous week. The meeting lasts approximately 15 minutes, (no longer than 30 minutes), and is a forum designed to foster personal accountability.

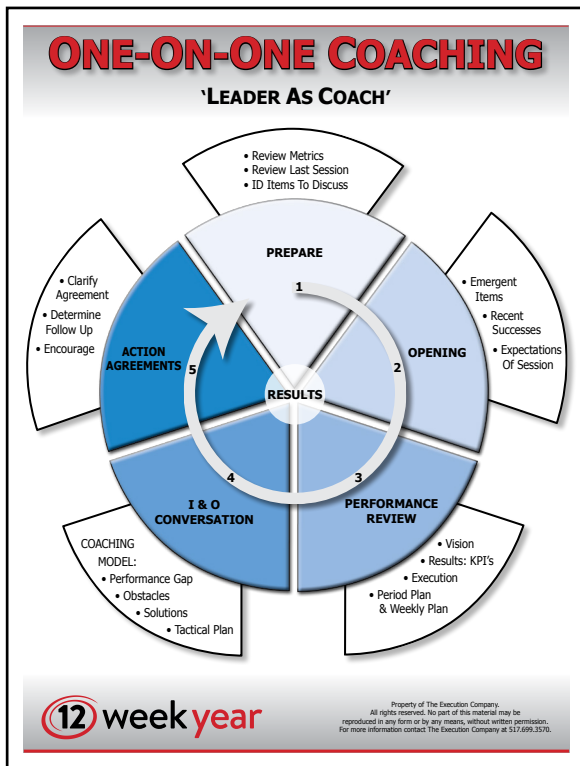
A WAM is not a punitive session where people try to “hold other people accountable” and dole out negative consequences for those who are faltering. Quite the contrary, The WAM is a session where participants are accountable to themselves.

To help members to effectively support one another, everyone in a WAM group should provide all the other members with a printed copy of their 12 Week Plan. In the first meeting, they should explain their 12 week goal and why that goal is important to them. They should also ask the group to review their plan tactics and provide feedback if they have any suggestions.

At the beginning of each week’s meeting, each member reports out on their results to-date, how well they executed their Weekly Plan tactics last week, and what they will be intentional about this week.

Any individual that has struggled for two weeks or more is asked by the group to consider what they will do different this week, and if there is anything the group could do to support them. This is critical. In a 12 Week Year you cannot afford many “bad” weeks.

The WAM is designed to help each individual confront the reality of their situation, take ownership of it, and take action this week - before the 12 Week Year slips away.



**ONE-ON-ONE COACHING** –The 12 Week Year provides a terrific platform for effective coaching. Everything needed to coach an individual is provided within the system. We recommend one-on-one coaching sessions at least monthly, if not more frequently. In the coaching session you will want to discuss their goals and progress, their execution, and any issues or opportunities.

We recommend our proprietary 5-Step Coaching Model:

1. Prepare
2. Opening
3. Performance Review
4. Issues & Opportunity Conversation
5. Action Agreement

Coaching is one of the most effective ways to build relationships and enhance individual and group performance. When coaching your team members, use their 12 week plan and their weekly plans &

scores to identify areas to recognize and praise, as well as areas of improvement.

To learn more about the One-on-One coaching process, contact our office.

**ELECTRONIC TOUCHES** – Use email and/or texts to educate, communicate with, and encourage your team. Keep The 12 Week Year front and center in these communications.

Encourage each team member to enroll in our Weekly Success Tips. The Weekly Success Tips are weekly dispatches on cutting-edge topics related to effective execution and the 12 Week Year. You and your team will gain new insights on what it takes to be great and stay motivated. To sign up go to [www.12weekyear.com/success](http://www.12weekyear.com/success).

**RECOGNITION** – What you celebrate, what you recognize, increases. Where possible, you should create 12 Week Year recognition. More than likely most of your recognition is tied to annual goals and production. Set up some sort of recognition that is based on goal achievement on a 12-week basis.

Our clients have instituted things like “Champion’s Dinner,” “Marketing Bonus,” and “Leaders Celebration” to create a 12 week recognition mindset. We recommend that you and your team come up with a way to recognize and celebrate 12-week performance that is meaningful and fun.

One more thing to consider is that once you’ve installed The 12 Week Year as the operating system, you will want to drive all significant future change and strategic initiatives through the system.

As you and your team learn to operate from a 12-week plan, you will want to use the system to implement new systems and processes. Don’t create a second set of plans and initiatives that exist outside of the 12 Week Year execution system. Instead, make certain to include any important initiatives in an individual’s 12 Week Year plan.

## **ADDITIONAL ASSISTANCE**

You are the first and most effective 12 Week Year resource within your organization to help and support practitioners. However, you may find times where you need additional support from us. Please contact us to ask questions, and ask for support when you need it.

**Have a great 12 Week Year!**