

THE  
**12** WEEK YEAR™  
**CHALLENGE**

re-learn goal achievement



## About the 12 Week Year Challenge™ and this Workbook

With the 12 Week Year Challenge™ you will accomplish more in 12 weeks than most do in 12 months!

The 12 Week Year shifts unproductive annualized thinking to 12 week thinking. To do this, we have created a simple set of tools that will help you to clarify your vision and goals, focus on a few key actions, and stay on track with your goals each day. There are three key steps to applying the 12 Week Year Challenge: vision, planning, and daily execution.

**Vision** – The first workbook that you received from the 12 Week Year Challenge™ helped you to set your life purpose, define your vision, and set one or more 12 week goals.

**Planning** – This second document contains all that you will need to create powerful actions for each of your 12 week goals. We will help you to decide what actions to take, and then you will plug them into our website.

**Daily Execution** – Each day you will receive an email from us that encourages you to act. In addition it links you to our website that has the daily video tied to the email. Each week you will work from a plan that reminds you of the key actions for the current week. As you go through the 12 Week Year, the website will track your progress and provide encouragement to stay true to your goals.

We have provided all that you will need to reach your goals in the 12 Week Year Challenge™. The rest is up to you – if you are committed to your goal you can't help but be successful!



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# What is The 12 Week Year Challenge?

We are a group of people who have learned how to achieve our goals.  
We do it through the simple yet powerful idea of working in **12 Week Years**.

The 12 Week Year Challenge™ is a day-by-day approach to reach your highest goals by applying the principles of high performance - all in the context of a 12 Week Year.

## What is the 12 Week Year?

- ⇒ It is an approach that enables you to be successful - every time
- ⇒ It combines the why with the how to “get it done”
- ⇒ It is a framework that increases your focus and your sense of urgency
- ⇒ It’s for those who have tried before, and failed to reach their goals
- ⇒ It changes your thinking and actions

We know what it’s like to try and not to succeed. We’ve been there. With the 12 Week Year we reach our goals more frequently *and* faster. We want to share this with you because it works. You may be saying, “I’ve done something like this before, and it didn’t work.” The 12 Week Year is different. You are about to find out first hand.

## Here’s How It Works.

**The 12 Week Year Challenge Has 3 steps. We call them “re-thinking” steps.**

You’ll see how your thinking drives your actions, and how your actions create your results in life. Here’s the secret - if you can change your thinking you will change your life.

### 1. Re-think Vision.

Before you create anything, you first have to conceive it. Vision is the first step is getting what you want from life. The way you think about yourself and your abilities either limits you or stretches you. In the 12 week Year, you will create a long-term vision that aligns your personal life with your business life and is inexorably linked to your purpose on this planet.

### 2. Re-think Planning.

If you have planned before, most of what you “think” about planning will be challenged. A 12 week plan is different than a 12 month plan. It’s smaller. It’s more focused. It’s simpler. It’s written to ensure it gets executed. A 12 Week Year plan contains only the actions needed to reach your goal.

### 3. Re-think Action.

Your success or failure happens moment by moment. Your future is created in the moment. If you’ve ever tried and failed to reach your goals, you know how hard it can be to act in the moment. The 12 Week Year will focus you. You will begin to take action on your goals every day of the 12 Week Year. And we will be there with you. We will encourage you. Focus you. Remind you. If you stick with us, you can’t help but succeed.



## VISION MODULE FOR THE 12WYC

Welcome to your 12 Week Year Challenge™! We have designed the challenge to deliver to you the very best of what we know about what it takes to achieve your goals in life. If you stick with the challenge, and take action each day, **you cannot help but be successful.**

The 12 Week Year Challenge™ kicks off on New-Year's Day 2011, but if you want to get a jump on your success, if you're serious, then decide right now to complete the 12 Week Year Vision exercise. It will take you between 15 minutes and an hour, depending on how thorough you are, but it is the first step to your success in the 12 Week Year Challenge™!

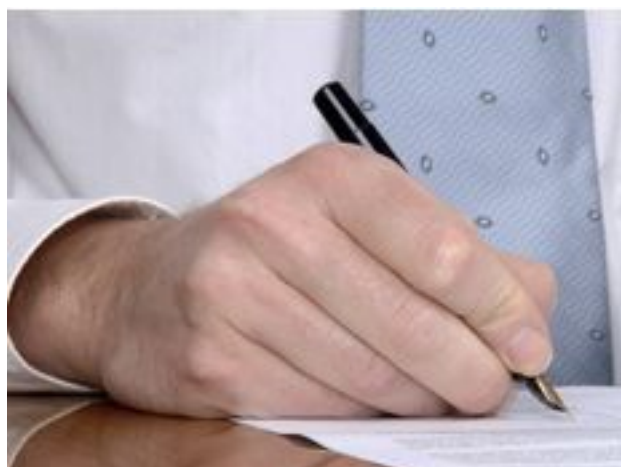
## WHY PURPOSE AND VISION MATTER

Put first things first. When you are starting something new, I have found that it is always wise to start at the beginning. Ben Stein puts it this way: "The most important first step in getting what you want out of life is this: Decide what you want." Seems obvious doesn't it? However, most people skip this step – and as a result, rarely seem to be happy with where they are in life.

## STEP 1: PURPOSE, THEN VISION

Below is a diagram that looks like a wheel. At the center of the wheel is the hub. The hub contains your purpose. To decide what your vision is in the spokes of the wheel, it is helpful to first set out your purpose.

A purpose statement can seem pretty heavy if you haven't thought about your purpose before. The good news is that this isn't a test, and there is no time limit. And you definitely get to do it again if you decide to change it later. Do your best right now, and



let it sit. You may find that you get new insights when you come back to it later.

Purpose is the reason for your existence. A purpose defines who you are and what you are all about. Clarity of purpose gives your life direction and meaning. People with purpose have more passion, more courage, and take bolder actions. Understanding your purpose helps you make decisions, it clarifies values, and provides a "true North" as you go through life.



Some questions to think about that may help you to define your purpose:



- Why are you here?
- What makes you happy?
- What gives you peace?
- What talents are you blessed with?
- What comes easily for you?
- What causes you to lose track of time?
- What impact will you have on this world?
- What is your intention in life?
- What is the reason that you were born?
- What legacy do you hope to leave?
- What issues in life matter most to you?
- If you have children, what is your hope for them and how do you contribute to that?

If you haven't thought much about what your purpose in life is, pull out a blank sheet of paper and take a few minutes right now and brainstorm all of the possibilities. Look for recurring ideas and words. The best purposes are those that are bigger than we are.

When you've got it, take a few minutes and capture it below:

**MY PURPOSE:** \_\_\_\_\_




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*“Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply, carefully, and to align your behavior with your beliefs.” – Stephen Covey*

## STEP 2: ASSESS YOUR LIFE

To help you set your 12 Week Year Challenge™ goals, we’re going to ask you to rate yourself based upon where you see yourself today in the critical areas.

In each of the areas of the wheel, rate yourself on a scale from 1 to 10. In this exercise, 10 is excellent and 1 is poor. Remember that the scale is your scale – you are scoring each area based upon your criteria for what excellence looks like to you.

In each area of the self assessment wheel below, give yourself a score on a scale from 1 to 10 based upon how satisfied you are today with that area. Some quick definitions to guide you:

**SPIRITUAL:** Do you have a clear and intentional set of beliefs that you can articulate? Do you live in alignment with your beliefs?

**SPOUSE:** Key Relationship: Assess your relationship with your spouse or significant other. Is it all that you hoped it would be? Is the relationship loving? Is your spouse or significant other fulfilled?

**FAMILY:** Are the members of your family happy and healthy? Are your relationships with them the way that you would have them be? Do you spend the time that you want to in those relationships?

**PHYSICAL:** Are you healthy? Are you in the physical shape that you want

to be in? Do you have enough energy to take on the challenges that you face?

**PERSONAL:** Do you take enough time for yourself to recharge? Do you have time to pursue your interest and hobbies? Are you able to do the things that you feel are important in life? Are your finances under control?

**BUSINESS:** Is your business or career successful? Are you stressed or is it fulfilling? Are you using your talents and gifts? Are you challenged?

**COMMUNITY:** Are you as active in your community as you would like to be? Are you giving back to others in a way that satisfies you? Are you making the difference that you want to make?

## SELF ASSESSMENT

Record your score on a scale of 1 to 10 in the blanks on the wheel to the right.



Note: Any category where you gave yourself an 8 or more, is an area that you feel solid in. If you scored 7 or less in any category, that may be an area for improvement in the “Challenge.”

## STEP #3: DEFINE YOUR VISION

We’re almost there, but, before you can set your 12 Week Year Challenge<sup>™</sup> goal, you will need to capture your long-term vision for each category on the wheel.

Vision is a mental picture of where you see yourself in the future. To be at your best you need a vision – and not just any vision. A vision of the future that is bigger than the present. A vision that is compelling and has emotional resonance. A compelling vision backed by a powerful purpose is energizing and unstoppable!

For each area on the wheel, take a few minutes and define what greatness looks like for you in that area. Given your purpose statement, what should each of these categories look like in the future for you to deliver on your purpose? The next two pages provide space for you to capture your thoughts.

Think about the areas that you scored yourself highly in. Are there any new breakthroughs for you in those areas that you would like to see. Remember that if you’re not getting better, then you are getting worse – there is no standing still.

What about the areas that you didn’t score as well as you would have liked. What does your vision need to look like to be great in those areas?

Take a few minutes right now and complete your visions for each of the areas on the wheel. If you need more space, use a blank pad of paper.



**SPIRITUAL VISION:** \_\_\_\_\_

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**SPOUSE/KEY RELATIONSHIP VISION:** \_\_\_\_\_

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**FAMILY VISION:** \_\_\_\_\_

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**PHYSICAL VISION:** \_\_\_\_\_

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**PERSONAL VISION:** \_\_\_\_\_

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**BUSINESS/CAREER VISION:** \_\_\_\_\_

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**COMMUNITY VISION:** \_\_\_\_\_

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**NOTES:** \_\_\_\_\_

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## STEP 4: SETTING YOUR 12 WEEK YEAR CHALLENGE™ GOAL

Now is the time for you to set your measure for greatness for the 12 Week Year Challenge™. You may have one goal, or you may have a few different goals. The important thing is, whatever your goals are, that they are meaningful to you and that if you reach them you will feel great! Take a minute now and write down your 12 Week Year Challenge™ goal(s) below.

CHALLENGE GOAL #1: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

CHALLENGE GOAL #1: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

CHALLENGE GOAL #1: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**YOU DID IT!** Your Challenge goal(s) are the first step. When you receive your Orientation Guide and Workbook, you will create a 12 Week Year Challenge™ plan to reach the goals you just set. And we'll be with you every step of the way to help you make it happen!

**CONGRATULATIONS FROM THE 12 WEEK YEAR CHALLENGE™ TEAM.**

# Re-Think Planning

Planning is the second step in the 12 Week Year Challenge™. We have made it as easy as it can be. All you have to do to create a 12 week plan is to jot down the actions that you have to take to reach each of your goals.

If you are unsure if you have enough actions to reach your goal, keep in mind – less is more. Write down the minimum and you will be more likely to stay on track with your plan. If you don't start to reach your goal after a week or two, then come back to your plan and add an action or two.

If you get stuck and don't know what your actions should be, we have a few ideas for you. First, trust yourself. You probably know most of what you need to know

If you are still stuck, then think about someone you know personally that does what you want to do already. Reach out and ask them for their advice – then write down what you learn as actions in your plan.

Other ways to get action ideas include reading a book or article on a subject related to your goal, doing on-line research, contacting an expert for advice, or getting a coach. In all cases remember that there are no perfect plans, and that you learn by doing – so try something and adjust it as you go along.

The question is not *how* do you do it, the real question is **“HOW MUCH DO YOU WANT TO REACH YOUR GOALS?”** More important than any plan, is your desire to reach your goals. If you can say that you are *“just unwilling to walk down that road anymore,”* that you are more committed to your goal than your past, you are 90% of the way there. Your plan is just the map to “get there”.

Lets get started.

Below, write down your goals you developed in your vision work earlier.

GOAL 1:

List all the reasons that this goal is important to you below  
(use another sheet of paper if you need more space):

- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒



Now pick the top one to three reasons why you are committed to reaching this goal and re-write them below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Come back to these reasons each morning of the 12 Week Year Challenge™. Spend at least 5 minutes each day thinking about why these goals are important to you. If new reasons occur to you write them down as well. By connecting with the “why” each day, you train yourself to take action on the “how.”

Finally write down the key actions that you will need to take to reach your goal. Some of these actions will be one-time only. Others will repeat weekly, or every other week, or monthly (for example a repeating action might be *“work-out three times each week for 30 minutes each time”*). Be sure to write down if your action repeats and how often.

ACTIONS:	Repeat (Y/N & how often)
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

NOTE: If you have more than one 12 Week Year Challenge™ goal, follow the same procedure for them using the pages below.

GOAL 2:

List all the reasons that this goal is important to you below  
(use another sheet of paper if you need more space):

- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒

Now pick the top one to three reasons why you are committed to reaching this goal and re-write them below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Finally write down the key actions that you will need to take to reach your goal. Some of these actions will be one-time only. Others will repeat weekly, or every other week, or monthly (for example a repeating action might be *“work-out three times each week for 30 minutes each time”*). Be sure to write down if your action repeats and how often.

ACTIONS:

Repeat (Y/N & how often)

- |          |       |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**GOAL 3:**

List all the reasons that this goal is important to you below  
(use another sheet of paper if you need more space):

- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒
- ⇒

Now pick the top one to three reasons why you are committed to reaching this goal and re-write them below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Finally write down the key actions that you will need to take to reach your goal. Some of these actions will be one-time only. Others will repeat weekly, or every other week, or monthly (for example a repeating action might be *“work-out three times each week for 30 minutes each time”*). Be sure to write down if your action repeats and how often.

ACTIONS:

Repeat (Y/N & how often)

- |     |       |       |
|-----|-------|-------|
| 1.  | _____ | _____ |
| 2.  | _____ | _____ |
| 3.  | _____ | _____ |
| 4.  | _____ | _____ |
| 5.  | _____ | _____ |
| 6.  | _____ | _____ |
| 7.  | _____ | _____ |
| 8.  | _____ | _____ |
| 9.  | _____ | _____ |
| 10. | _____ | _____ |





# Re-Think Action

The last step to finish your 12 Week Year Challenge<sup>™</sup> plan is to get it on the website. So before you put it off, go to [www.12weekyearchallenge.com](http://www.12weekyearchallenge.com) and enter your plan. Then you will be all set to reach your 12 Week goals.

Now it's time for the third and final step in your 12 Week Year Challenge<sup>™</sup> – taking action. After your plan is on the web, we will support you each day to take action. All you have to do is print off your one-page weekly plan each week and open your daily email. If you follow along with the email and your plan, you can't help but reach your goals.

***Be great!***

The screenshot shows the homepage of 'THE 12 WEEK YEAR CHALLENGE'. At the top left is the logo with a clock icon. To the right are social media links for Facebook, LinkedIn, and Twitter. The main content area is divided into two columns. The left column has a 'Welcome to The 12 Week Year Challenge!' message and a description of the challenge. The right column has a 'Log In' section with fields for 'Username' and 'Password', a 'Remember Me' checkbox, a 'Login' button, and links for 'Forgot your password?', 'Forgot your username?', and 'Create an account'. Below these is a section titled 'The Challenge Begins In...' with a countdown timer showing 0 Days, 14 Hours, 14 Minutes, and 18 Seconds. The footer contains copyright information: 'Copyright © 2010 Strategic Breakthroughs. All Rights Reserved.'