Confront the Truth

E ach week of your 12 Week Year is an opportunity to either move forward, or to lose ground. The choice is yours.

If you want to achieve your 12 week goals, it is vital that you learn to confront the truth about your performance each week. If you are scoring your week and you are tracking at least one lead and lag measure for each of your 12 week goals, you have what you need to get better every week and dramatically increase your odds of being successful with your 12 Week Year.

When you take ownership of your goal, that ownership is manifested in your actions. The first actions that indicate that you own your plan are: (1) consistently scoring your week, (2) working from a written weekly plan, and (3) attending a weekly accountability meeting—either in a WAM with your peers, with a coach, or with an accountability partner.

The next level of ownership is evidenced by how effectively you confront the truth. Specifically, you need to face the truth about your execution. Each week you have a choice: to do the work to get better, or to avoid discomfort and the work. It is that simple—and it is that hard.

Becoming great isn't an intellectual process. It isn't a complex process. In reality, it is an amazingly simple process. The path to becoming great is simply doing the work, and that is usually uncomfortable.

This is the reason why most people don't try to get better, and often why they stop using the 12 Week Year; *their comfort is more important to them than their success.*

Don't let this describe you. Don't settle for less than you are capable of. If you are serious about your 12 week goal, and accomplishing what you are capable of, learn to *confront the truth* each week, and to take the actions that are necessary to reach your goals.

In the pages that follow are what you might call your weekly "confront the truth" worksheets. They combine your weekly score and the progress you are making toward your goals, and prompt you to take action to keep going or to get back on track. They will help you (and your accountability partners) to assess what you need to do—given where you are in your 12 Week Year. They will take about 10 to 20 minutes to work through, but if you use them, they will identify what actions are needed to execute well in the upcoming week.

If you find that you can't dedicate this amount of time each week, then consider using the tool to conduct a monthly progress review every four weeks.

To help you engage with the weekly confront-the-truth process, it will be helpful to see an example first.

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CONFRONTING THE TRUTH EXAMPLE—12 WEEK EXECUTION DATA

Background

- This example assumes that it is Monday morning on week 7, and you are reviewing **week 6** execution results.
- Your 12 week goal is to "**Produce $12,000 in revenue**."
- Your lead measure that you are tracking for this goal: **Weekly meetings**.
- Your weekly target for your lead measure: **10 meetings per week** (120 meetings for the entire 12 Week Year).
- The lag measure that you are tracking for this goal: **Revenue**.
- The weekly target for your lag measure: **$1,000** ($12,000 for the 12WY)

See the sample worksheet below.

Sample Confront the Truth Worksheet

Weekly Execution Score

Last Week's Execution Score	Average Execution Score-to-Date
75%	55%

Weekly Lead and Lag Measures
Lead measures

Actual	Target
Last week: 8 meetings	Weekly target: 10 meetings
Week-six cumulative actual: 42 meetings	Week-six cumulative target: 60 meetings

Lag measures

Actual	Target
Production to Date: $4,000	Production Target to Date: $6,000

Week-to-Week Scoring and Lead/Lag Trends   *Scores started low but are getting better, I am using strategic blocks better than I was*

Risks/Issues/Gaps to Address   *Meetings are consistently low, will have to pick up activity. Need to ask for more referrals—do this at every close!!!*

Performance Breakdowns   *Not executing referral tactic consistently so no warm leads to call—I'm not following talk. I have to practice the talk more and ask!*

Action Commitment(s) for This Week   *Ask for referrals in every meeting—practice talk Tuesday 2–4 and Thursday 8–10 this week. Get feedback on my referral talk from my coach.*

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CONFRONTING THE TRUTH

Now it's time for you to confront your own truth. When you prepare for this exercise you will need to gather the same information as shown in the example in the preceding section.

   You will need your completed weekly plans for the 12 Week Year to date, your lead and lag measures for each week, and you will need to know your weekly target (the number you need to achieve each week to hit your 12 week goal) for each lead and lag measure you are tracking. For a PDF of the Confront The Truth worksheets, visit www.12weekyear.com/fieldguide.

Confront the Truth Worksheet: Week 1

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-one cumulative actual:	Week-one cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-one cumulative actual:	Week-one cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 2

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure.

Actual	Target
Last week:	Weekly target:
Week-two cumulative actual:	Week-two cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-two cumulative actual:	Week-two cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: _(Be sure to ID any tactics you are avoiding.)_

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 3

Weekly Execution Score *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-three cumulative actual:	Week-three cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-three cumulative actual:	Week-three cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 4

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-four cumulative actual:	Week-four cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-four cumulative actual:	Week-four cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 5

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-five cumulative actual:	Week-five cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-five cumulative actual:	Week-five cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 6

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-six cumulative actual:	Week-six cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-six cumulative actual:	Week-six cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: _(Be sure to ID any tactics you are avoiding.)_

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 7

Weekly Execution Score *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-seven cumulative actual:	Week-seven cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-seven cumulative actual:	Week-seven cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 8

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-eight cumulative actual:	Week-eight cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-eight cumulative actual:	Week-eight cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 9

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-nine cumulative actual:	Week-nine cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-nine cumulative actual:	Week-nine cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 10

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-ten cumulative actual:	Week-ten cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-ten cumulative actual:	Week-ten cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 11

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-eleven cumulative actual:	Week-eleven cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-eleven cumulative actual:	Week-eleven cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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Confront the Truth Worksheet: Week 12

Weekly Execution Score   *(If more than one goal, complete this section for each goal.)*

Last Week's Execution Score	Average Execution Score-to-Date

Weekly Lead and Lag Measures by Goal   *(If more than 1 lead or lag measure, complete for each measure)*

Lead Measure

Actual	Target
Last week:	Weekly target:
Week-twelve cumulative actual:	Week-twelve cumulative target:

Lag Measure

Actual	Target
Last week:	Weekly target:
Week-twelve cumulative actual:	Week-twelve cumulative target:

Week-to-Week Scoring and Lead/Lag Trends:

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Risks/Issues/Gaps to Address:

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Performance Breakdowns: *(Be sure to ID any tactics you are avoiding.)*

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Action Commitment(s) for This Week:

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