

12 week year

1. Build Your Vision

Aspirational

Three-Year

12 Month

2. Create your 12 Week Plan

12 Week Goals

Tactics For Each Goal

Lead and Lag Measures
For Each Goal

Chapter 1

Your aspirational vision is what you are capable of in life, and what you have a compelling desire to create. It is not time bound.

Your three year vision represents progress towards your aspirational vision - that you want to make in the next 3 years. It includes personal and professional elements and aligns them. This vision is specific and measurable.

This vision is optional though helpful. If your annual performance is important a 12 Month vision helps to ensure that each 12 Week Year builds to your 12-month success.

Chapter 2

The goals are the outcomes that you are working to achieve in the next 12 weeks. They describe success and are specific and measurable.

Tactics are the actions that you will take to reach your goals. They are executable in the week(s) that they come due.

12 weeks goes by fast. If you don't measure progress you are flying blind. Be sure to track lead and lag measures of success.

3. Process Control & Scorekeeping

Weekly Plan

Scorekeeping

Weekly Accountability Meeting

4. Time Use

Time Blocks

Model Week

Chapters 4 & 5

The weekly plan has only the tactics from your 12 week plan that come due in the current week (plus any tactics undone from previous weeks.) It is the weekly roadmap for success.

Keeping score each week helps you to drive the 12 Week Year and optimize your results. If you track your execution scores and your lead and lags you will know what actions are needed each week to stay on track.

The WAM is a short meeting each week with two to three peers that helps you recognize successes and confront breakdowns.

Chapter 6

There are three categories of time that make up our time-use approach.

You will create a model week that describes the ideal for how you allocate time. You may never completely adhere to the model, but the goal is to get as close as you can each week.

5. 12 Week Year Review & Planning

12 Week Review

Reset A New 12 Week Plan

Chapter 7

The 12 Week Year Review has three parts: a review of your application of the 12 Week Year, a review of your results, and a review of your life balance. This review feeds the development of a better plan each 12 weeks.

Each 12 Weeks you will set new goals and actions in a 12 Week Plan so that when one 12 Week Year ends you start executing immediately as the new year begins.

Notes:

Chapter 3 *“Making and Keeping 12 Week Commitments”* is intended to help you make targeted progress in some aspect of your life in just 12 weeks. Working through this chapter can help you to make breakthroughs in an area in which you feel “stuck”. It isn’t required to work through this chapter to apply the 12 Week Year.

Chapter 8 *“Confront the Truth”* is optional and is intended to facilitate a “deeper dive” into your weekly execution numbers so that you can identify and overcome breakdowns.

Chapter 9 *“12 Week Year Game Plan”* includes a blank 12-week plan and 12 blank weekly plans. There are pdf versions of these pages on www.12weekyear.com/fieldguide: “12 Week Year Plan Template” and “12 Week Year Weekly Plan Pack.”