

THE
12 WEEK YEAR™
CHALLENGE

Re-thinking Goal Achievement

High Performance Action Plan



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!



Re-Think Planning

Planning is the second step in the 12 Week Year Challenge™. We've 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 already – to quote the Beatles “The movement you need is on your shoulders.”

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.

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! To begin write your first 12 week goal in the box below in the line titled ‘12 Week Year Challenge Goal 1.’ If you have more than one goal, there are an additional two templates that follow this one.

12 Week Year Challenge 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.

12 Week Year Challenge 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. _____

12 Week Year Challenge 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™ plan is to get it on the website. So before you put it off, go to 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™ – 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!

12 WEEK YEAR™ Home | Achieve | 12 Week Year Challenge | Speaking | Store Member Logout

Dashboard
Vision
Goals and Plan
Weekly Plan and Score
Calendar
Key Measures
Watch the Tutorial

% 90 100
your **DASHBOARD**

You Are In Week 11 Need Help?

The Dashboard contains valuable information on your execution and progress towards your 12 Week Goals. The