

12 week year

1. Build Your Vision

Vision is the why that allows you to take action – even when you may not feel like it. It is the starting point of sustained success.

Aspirational

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.

Three-Year

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.

12 Month

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.

2. Create your 12 Week Plan

The 12 Week Plan is your roadmap to success. It defines success for the next 12 weeks and the actions needed to get there.

12 Week Goals

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 For Each Goal

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

Lead and Lag Measures For Each Goal

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

The disciplines of Process Control and Scorekeeping include the necessary tools and processes that help you execute each week.

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.

4. Time Use

Time Blocks

Model Week

There is more work to do than time to get it done. To execute well you will need to allocate sufficient time to the tactics in your plan each week.

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

Just as you would do in a 12 month year, each 12 weeks you will review your performance for lessons learned and successes, and then create a new 12 week plan.



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.

The logo for '12 week year' features the number '12' in a bold, black font, enclosed within a red circular outline. To the right of this, the words 'week year' are written in a black, sans-serif font, with 'week' in lowercase and 'year' in lowercase.