

12 week year

# PLANNING



# BUILDING YOUR 12 WEEK PLAN

In order to set up your 12 Week Year™, you will need to establish specific goals and build a 12-week plan to achieve your goals.

The purpose of a plan is to define what it will take to get you ‘there.’ If your Vision is the ‘what,’ then your 12 Week Plan is the ‘how.’

Remember that planning can be great fun. The process of thinking through, and then setting out what it will take to reach your goals, creates positive emotions and energy. It also makes your Vision seem more attainable. *You begin to shift from possible to probable.*

## STARTING WITH THE END IN MIND

**Brian Moran's 12 WEEK YEAR**  
Brian Moran's Goals and Plan

**12 Week Goals**  
Close \$105,000 in new business  
Lose 10 lbs  
Improve my relationship with Carol

**Goal: Close \$105,000 in new business**

Tactics	Due	Begin in	End in	Completed
ID top in-profile opportunities (min of \$10,000) likely to close w/in next 12 weeks	week 1			week 1
Call a minimum of 5 in-profile prospects per week to schedule meetings and schedule a min of 3/wk	each wk	week 1	week 13	
Conduct a minimum of 2 in-profile initial appointments per week	each wk	week 1	week 13	
Create a folder for each opportunity with next steps for each	each wk	week 1	week 13	
Follow up with prospects weekly to close	each wk	week 2	week 13	
Create sales-tracking graph for my wall & update weekly	each wk	week 2	week 13	
Review results weekly and determine if changes are needed to plan	each wk	week 2	week 13	

**Goal: Lose 10 lbs**

Tactics	Due	Begin in	End in	Completed
Research top rated diet & exercise program for my age	week 1			week 1
Identify qualifying restaurant meals for business trips	week 1			week 1
Maintain diet daily	each wk	week 2	week 13	
Determine exercise routine for each week	week 1			week 2
Execute exercise routine with buddy weekly	each wk	week 2	week 13	

Here is a sample **12 Week Plan**. In this lesson, you will create a similar plan. Plans have two tiers. They are:

**12 week Goals** – this is where you want to be at the end of 12 weeks. It links to your vision. You may have multiple goals, just remember that “less is more,” the more focused your plan is the more effective you will be.

**Tactics** – this is how you will accomplish each Goal. For each goal you create tactics (actions) that you will take in order to achieve your goal.

How the plan is structured and written has a huge impact on your execution. Vague or poorly written goals and tactics will hinder effective execution. Likewise, a well-constructed goal is clear and precise, thereby making implementation easier.

## PLAN CRITERIA

There are five criteria to adhere to when writing a plan:

1. Specific & measurable – Quantify and qualify. The more specific, the better!
2. Stated positively – Focus on what you want to happen that is positive. As an example rather than “achieve a 2% error rate,” you would focus on “achieve a 98% accuracy rate.”
3. Realistic stretch – If you can accomplish the strategy without doing anything different, then you probably need to stretch more; if it is absolutely impossible, then factor it back a little.

- 4. Accountability – Individual accountability is critical. Everyone’s challenge is no one’s challenge.
- 5. Time bound – There is nothing like a deadline to get and keep things moving.

## 12 WEEK PLAN WORKSHEET

The **first step** is to set your goals. Using the vision work you completed in the previous handout, set a specific and measurable goal (or goals), for the upcoming 12 Week Year.

Your goal should represent realistic progress toward your three-year vision, and it should create excitement all on its own. You may find that you need more than one goal. Just keep in mind that “less is more.” It is important that you focus.

Once your goals are clear and focused, we move on to the **second step** where you will need to develop a plan to achieve them. At this stage, keeping it simple is the best approach. For each goal, determine the “critical few” actions that you will need to implement to achieve the goal. Write these tactics in a way that clearly describes the actions you will need to take.

When you’ve completed your plan worksheet, you can transfer your goals and tactics to *Achieve!*, under “My 12 Week Plan.”

### 12 WEEK GOALS

To ultimately live my vision, for the period ending \_\_\_/\_\_\_/\_\_\_ I will:

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

**Goal 1:** \_\_\_\_\_

Tactics	Week Due
<b>A:</b> _____	_____
<b>B:</b> _____	_____
<b>C:</b> _____	_____
<b>D:</b> _____	_____

**D:** \_\_\_\_\_  
**E:** \_\_\_\_\_  
**F:** \_\_\_\_\_  
**G:** \_\_\_\_\_

**Goal 2:** \_\_\_\_\_

Tactics	Week Due
<b>A:</b> _____	_____
<b>B:</b> _____	_____
<b>C:</b> _____	_____
<b>D:</b> _____	_____
<b>E:</b> _____	_____
<b>F:</b> _____	_____
<b>G:</b> _____	_____