



THE 12-WEEK YEAR

THE 12 WEEK YEAR IS AN
EXECUTION SYSTEM...

PERIODIZATION & THE 12 WEEK YEAR

- BEGAN IN ATHLETICS & ADAPTED FOR BUSINESS BY MORAN AND LENNINGTON TO ENABLE EFFECTIVE EXECUTION
- A 12 WEEK APPROACH THAT MOVES BEYOND JUST TRAINING, TO FOCUS ON THE CRITICAL FACTORS THAT DRIVE PRODUCTION AND LIFE BALANCE
- ULTIMATELY *THE 12 WEEK YEAR* IS AN OPERATING SYSTEM THAT EMBRACES THE FUNDAMENTALS OF HIGH PERFORMANCE AND APPLIES THEM IN THE CONTEXT OF A 12-WEEK EXECUTION CYCLE



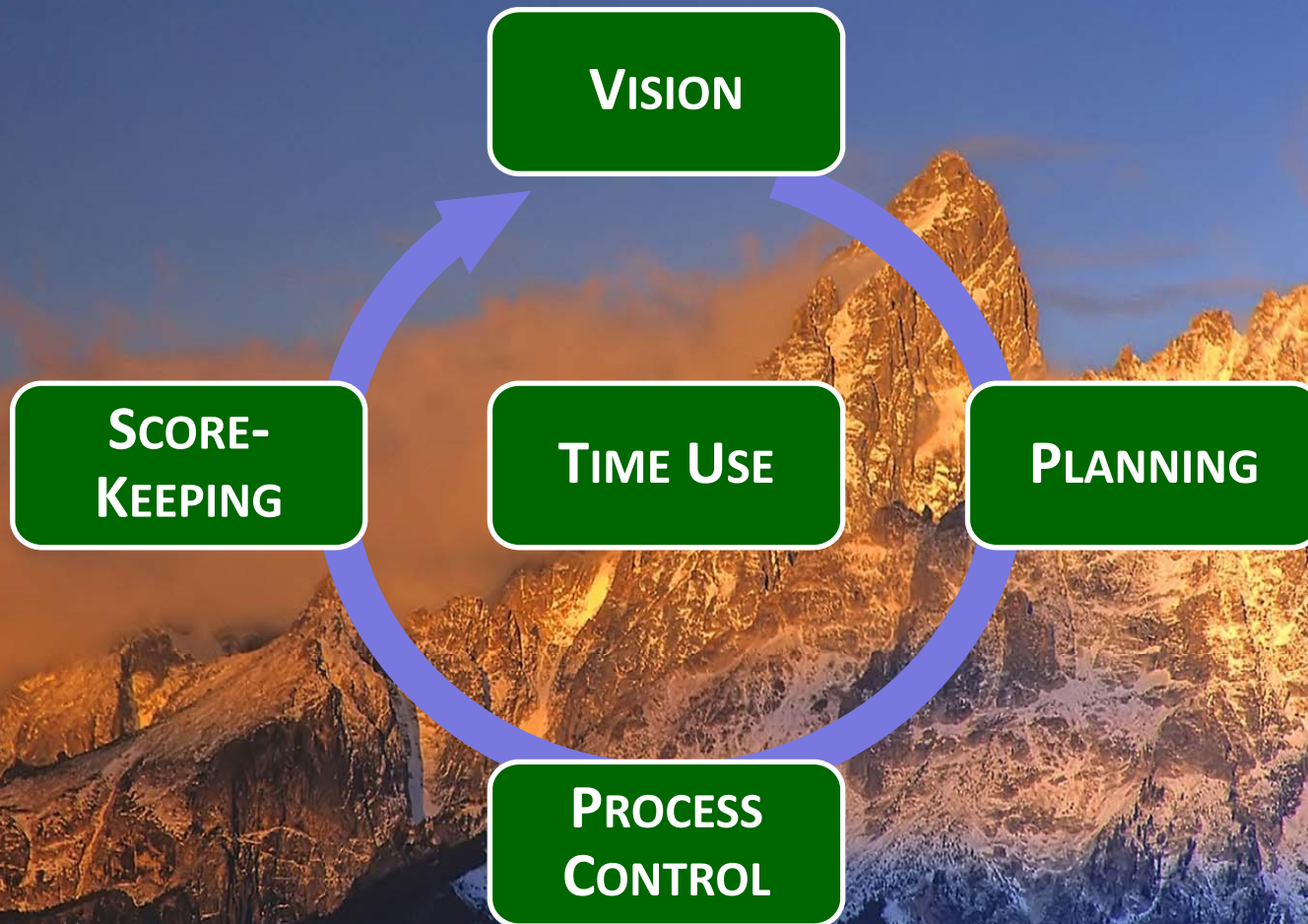
12 WEEK YEAR ~ *THE SYSTEM*

- THE SYSTEM IS COMPOSED OF A SET OF DISCIPLINES & PRINCIPLES THAT ARE FUNDAMENTAL TO HIGH PERFORMANCE
- IT INCORPORATES POWERFUL ACCELERATORS THAT FOCUS YOU ON THE “CRITICAL FEW “
- IT INCLUDES WEB-ENABLED TOOLS THAT HELP TO REINFORCE HIGH PERFORMANCE THINKING & BEHAVIORS



12 WEEK YEAR

SYSTEM
SYSTEM





**THE 12-WEEK
EXECUTION CYCLE**

12 WEEK YEAR ~ *THE BENEFITS*

- INCREASED FOCUS ON STRATEGIC PRIORITIES
- INCREASED SALES & INCOME
- MORE FREE TIME
- LESS STRESS & GREATER CONTROL
- OPTIMAL TIME USE
- GREATER CLARITY & LESS DIFFUSION
- IMPROVED RECRUITING & PRODUCTION
- INCREASED RESULTS & FULFILLMENT



12 WEEK YEAR ~ *IMPLEMENTATION*

1. READ THE 12 WEEK YEAR BOOK
2. SIGN UP FOR THE **12 WEEK YEAR CHALLENGE**
3. CREATE YOUR 12 WEEK GOAL AND 12 WEEK PLAN
4. GET YOUR GOAL & PLAN ON ACHIEVE! WEB SITE
5. APPLY THE WEEKLY EXECUTION ROUTINE:
 - A) PRINT YOUR WEEKLY PLAN FROM ACHIEVE!
 - B) SCORE YOUR EXECUTION LAST WEEK – 85% IS THE AVERAGE THAT HELPS YOU HIT YOUR GOAL
 - C) ATTEND A WEEKLY ACCOUNTABILITY MEETING WITH 2 TO 3 PEERS & REPORT YOUR WEEKLY SCORE AND PROGRESS

