

THE 12 WEEK YEAR GETTING STARTED COURSE

Learn to apply The
12 Week Year™ to
reach your goals
faster than ever before

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Lesson
#2

WEEKLY EXECUTION ROUTINE

How to Reach your 12 Week Goals – One Day at a Time.

You will reach your 12 week goals by taking action on your plan each day. As you apply the daily and weekly process outlined below, you will notice that there is a weekly repeating pattern. We call this pattern the weekly routine. If you follow it, you will reach your 12 week goal faster and with greater impact.

Weekly Actions

Schedule about 15 to 20 minutes sometime between the close of your week on Friday, and start of your next week on Monday, to review the effectiveness of your weekly execution in a WAM (Weekly Accountability Meeting) and to create or print your next weeks plan.

1. First calculate your “weekly score” – this score is the % of the actions that were due last week that you successfully completed. After scoring, take a few minutes and review the progress you have made so far towards your 12 week goals. Ask yourself what went well last week, and what you will improve on this week.

Here are four helpful questions that to ask yourself in your weekly review:

- a. Did you get your critical actions done last week? **Hint: In working with our clients over the years we have found that if you average 85% or more actions completed each week, you will likely be on track to reach your 12 week goals.**
 - b. If you didn't score 85% or more of your completed actions, why not? What specifically will you do next week to get more of your actions done?
 - c. Watch your progress towards your 12 week goal each week. Are you making sufficient progress? If not, why not? What has to be adjusted in your tactics, or your execution effort to get on track before it's too late to recover?
 - d. Has something occurred in your external environment that requires you to adjust your plan? If so, then adjust your plan! **Hint: Be careful not to change your plan because of a desire to give in to an unconscious internal lack of commitment to execute your weekly actions!**
2. On Monday, after you have scored your week, look over your 12 week plan and write down the actions that are due this week on a single sheet of paper. Then next to each action, write down the day that you will complete it in the week. Keep this sheet of paper with you and refer to it often as you go through your day.

Daily Actions

1. At the beginning of each day, review the actions that are due that day. Schedule time for each of the tactics in your daily calendar and resolve to complete them before your day is over.
2. At the end of each day, before you leave work or finish for the day, review the tactics you completed, and those that are not complete. Decide if you will complete them before you quit for the day (the strong option), or if you will reschedule until tomorrow (the weaker option).

Immediate Action: Decide the day and time each week that you will score and create your weekly plans. Put that time in your calendar as a weekly recurring meeting with yourself right now.

Sample Weekly Plan

The Weekly Plan is intended to capture only the actions that are due this week from your 12 week plan. By creating a one-page plan each Monday, and working from it each day of the week, you will stay on track with your 12 week plan and make progress towards your 12 week goal.



Tom Preston's Weekly Plan

Plan for Week 9 - Score: 0

Achieve 60 new Car apps

- Track referrals weekly and review in staff meeting
- Call all Auto renewals weekly
- Contact 50 clients/wk off list

Achieve 30 new Homes

- Contact 2 new mortgage brokers/wk
- Contact 1 mortgage broker/day (existing relationship)
- Contact 50 clients from list each week

New York Times best-selling book

The 12 Week Year

'Get More Done in 12 Weeks Than Others Do in 12 Months!'

A guide to creating results through focus, commitment and accountability. What differentiates truly great performers and organizations from mediocre ones is an ability to effectively execute on what they know.

Praise for 'The 12 Week Year'

"This book takes all the core business principles I believe are so valuable – discipline, consistency, focus, intensity, ownership, accountability and planning – and puts them together in a straightforward system that actually works. What more can you ask for?"

Matt Winter, President, Allstate Auto, Home and Agencies

"The 12 Week Year is a book you can open to any chapter and find valuable insights and practical actions you can put into practice today. Read it; study it; apply it!"

Tom Izzo, Head Coach, Michigan State University men's basketball team

"If you are an executive or entrepreneur and you are serious about creating a high-performance culture that executes well, then read this book and have your team read it too."

John Vaccaro, Senior Vice President, MassMutual Financial Group

