

THE 12 WEEK YEAR

The 12 Week Year Workshop

Build the System That Makes
Your Goals Inevitable

90 MINUTES · INTERACTIVE · ACTIONABLE



Before We Begin



90-Minute Format

We move fast and stay practical. Every concept we cover leads directly to your Action Plan at the end.



Participation Matters

This framework only works if you work it. Engage, ask questions, and challenge the ideas presented.



Handout in Your Hands

Your participant workbook is your take-home system. Use it throughout today — and for every 12-week sprint after.



One Goal Today

Leave with a complete, written 12-week plan. Not just inspiration — a real plan with real tactics.

90 Minutes — What We'll Cover

01

The Annual Goal Problem

Why traditional planning keeps you stuck

0:00–0:10

02

The 12 Week Year Framework

Compress time, amplify focus & results

0:10–0:30

03

Execution Disciplines

The 5 tools that drive consistent action

0:30–0:50

04

Atomic Habits Integration

The identity engine behind every sprint

0:50–1:05

05

Your 12-Week Sprint Plan

Build your complete plan in the room

1:05–1:20

06

Scorecard & Accountability

Track execution and never miss twice

1:20–1:30

PART ONE

The Annual Goal Problem

Why almost everyone fails — and it's not their fault



Let's Start with an Honest Question

*Think of a goal you set at the start of this year.
How's it going?*

92%

of people fail to achieve
their annual goals

~40%

of goals are abandoned
by February

10×

more annual goals set than
12-week goals achieved

3 Root Causes of Annual Goal Failure



Parkinson's Law at Work

Work expands to fill the time available. With 12 months on the clock, most people don't feel urgency until October — by then it's too late to correct course. The deadline is the problem.



Annual Lag Feedback Loops

If you set a goal in January and don't check in until December, you've missed 11 months of course-correction opportunities. You can't fix what you don't measure frequently.



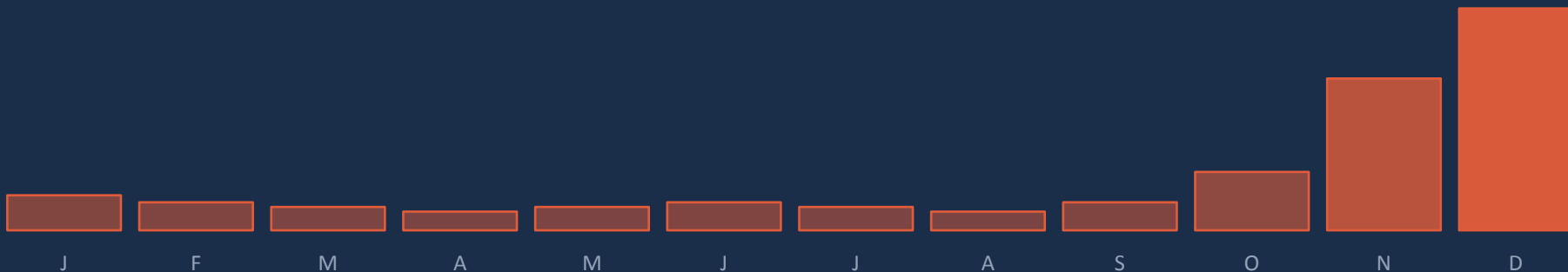
Goals Without Execution Maps

Most goal-setting stops at the destination. 'I want to earn \$200K' is a wish. Without a weekly tactical plan — specific actions tied to each goal — motivation fades within weeks.

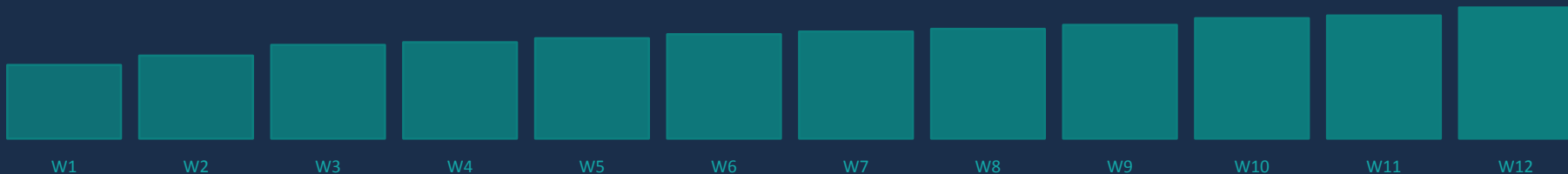
The Annual Urgency Gap

How effort actually flows across a 12-month year vs. how it should

TYPICAL ANNUAL YEAR



THE 12 WEEK YEAR



PART TWO

The 12 Week Year Framework

Compress your year. Multiply your results.



A year doesn't have 12 months. It has 12 weeks.

When you treat 12 weeks as a complete year, everything changes.

12-Month Year

- Urgency arrives in month 11
- Feedback loops are annual
- Setbacks derail the whole year
- Results feel distant

VS

12-Week Year

- Urgency is present in Week 1
- Weekly feedback and scoring
- Setbacks cost 1 week max
- Results feel close & real

The 12 Week Year Architecture

VISION

Who do you want to become? What does your life look like in 3 years?

12-WEEK GOALS

3–5 specific, measurable goals achievable in this 12-week period

WEEKLY PLAN

The exact daily/weekly actions that will move each goal forward

DAILY ACTIONS

The specific behaviors executed each day — the atomic units of progress

Step 1: The Vision

Your vision is the emotional fuel that powers every 12-week sprint

Write it in present tense



"I am..." not "I want to be...". Your brain responds to present-tense identity statements with greater commitment and action.

Make it emotionally compelling



A vision without emotional pull is a spreadsheet goal. Ask: what will this make possible for you and the people you love?

Set a 3-year horizon



Long enough to be transformational, short enough to feel real. Your 12-week goals are stepping stones toward this 3-year vision.

Write it — don't just think it



People who write their vision are significantly more likely to achieve it. The act of writing makes it concrete and real.

Step 2: Your 12-Week Goals

The Golden Rule: Maximum 3 Goals

Trying to do 8 things means doing none well. Three focused goals executed at 85%+ beats ten goals at 40%.

Research-backed:

Focused teams outperform scattered teams 3:1

WEAK GOALS vs. POWERFUL 12-WEEK GOALS

✗ Get more clients

✗ Get healthier

✗ Improve my skills

✓ Sign 4 new clients by closing 2 discovery calls/week

✓ Run 3x per week and lose 8 lbs by Week 12 check-in

✓ Complete 3 course modules/week; pass certification by Week 12

Step 3: Build Your Weekly Plan

This is where strategy becomes execution

For each 12-week goal, ask: "What are the 3–5 specific weekly actions that — if done consistently — guarantee I hit this goal?"



Tactics ≠ Tasks

Weekly tactics are goal-aligned behaviors, not to-do list items. "Reply to emails" is a task. "Make 5 prospecting calls" is a tactic that drives goal #1.



Time-block Every Tactic

Unscheduled tactics are wishes. Block specific time in your calendar for each weekly tactic. Monday 8–10am = prospecting block, non-negotiable.



Keep It Lean

Aim for 12–15 tactics per week maximum. Quality execution of fewer tactics outperforms scrambling through many. When in doubt, cut it.

PART THREE

The 5 Execution Disciplines

The tools professionals use to execute consistently — week after week

The 5 Execution Disciplines



Vision

Written, compelling,
emotionally charged

2



12-Week Goals

3 max. Specific,
measurable, time-
bound

3



Weekly Plan

Goal-aligned tactics,
time-blocked

4



Scorekeeping

Track execution %,
not just outcomes

5



Peer Accountability

Weekly check-in
with an
accountability
partner

Discipline 4: Scorekeeping

"You can't improve what you don't measure — and you can't measure what you don't track weekly."

$$\text{Execution Score} = (\text{Tactics Completed} \div \text{Tactics Planned}) \times 100$$

Below 65%

Struggling

Stop and diagnose. Are your tactics realistic? Are there time blocks in place? Is your plan written down?

65–84%

Developing

You're building consistency. Identify the 2–3 tactics you're missing most and troubleshoot those specifically.

85% & Above

Performing

You're in the execution zone. Research shows this score level predicts goal achievement. Maintain and celebrate.

Discipline 5: Peer Accountability

People with an accountability partner are 65% more likely to achieve a goal. With specific check-in appointments, that rises to 95%.



Structure

Meet weekly — same day, same time. 20 minutes max. Use a structured agenda: what did you accomplish, what's your plan, where do you need support?



Accountability Without Judgment

Your partner's job is to ask if you did what you said — and believe you when you say yes or no. No lectures. Honest reporting only.



Mutual Benefit

Both partners bring their weekly plans and scores. This isn't coaching — it's mutual accountability. Equal investment from both sides.



Problem Solving

When you're stuck or missing execution, your partner helps you identify obstacles and brainstorm solutions — not just offer sympathy.

The 3 Types of Time Blocks

Not all time is equal. Not all blocks serve the same purpose.



Strategic Block

3 hours · 1× per week

Your most important block. No meetings, no email, no interruptions. This is pure goal-advancement work. What moves the needle most? That goes here.

Monday 8–11am: Sales outreach, product development, or deep strategic work



Buffer Block

30–60 min · 2× per day

Reactive time. Email, voicemail, ad-hoc requests, and unexpected issues go here — not during your strategic block. This prevents your day from derailing.

9am & 3pm: Process inbox, return calls, handle urgent items



Breakout Block

3 hours · 1× per week

Renewal time. Exercise, family, hobbies, rest. High performers protect this time. Burnout kills execution. This block isn't a luxury — it's a performance tool.

Friday 3–6pm: Workout, family dinner, zero work allowed

Your Weekly Execution Rhythm



★ 85%+ execution score consistently = goal achievement is nearly guaranteed

PART FOUR

Atomic Habits: The Identity Engine

The science of making your 12-week actions automatic



The Foundation: Identity-Based Change

The most powerful driver of lasting behavior change is not motivation — it is identity.

OUTCOME-BASED

"I want to lose 20 lbs."

- Goal-focused: destination matters most
- Motivation is extrinsic & fades
- Habit stops when goal is reached
- Behavior feels like sacrifice
- "I have to do this"

IDENTITY-BASED ★

"I am an athlete."

- Identity-focused: who you're becoming
- Motivation is intrinsic & self-reinforcing
- Behavior continues because it's who you are
- Habit feels natural — it's aligned with self
- "This is just what I do"

The 4 Laws of Behavior Change

LAW 1



Make It **OBVIOUS**

Design your environment so your cue is visible. Put your running shoes by the door. Lay out tomorrow's workout gear tonight. Cues drive action.

LAW 2



Make It **ATTRACTIVE**

Bundle habits with things you enjoy. Only listen to your favorite podcast during workouts. Create rituals around your habits that you look forward to.

LAW 3



Make It **EASY**

Reduce friction to near zero. Prepare in advance. Start with 2 minutes. Make the default choice the right choice. Complexity kills consistency.

LAW 4



Make It **SATISFYING**

Immediate reward reinforces behavior. Track your streak visually. Celebrate small wins. Never miss twice — the recovery habit is as important as the habit.

Two Habit Design Strategies

HABIT STACKING

*"After I [EXISTING HABIT],
I will [NEW HABIT]."*

Piggyback new habits onto existing strong routines. The existing habit becomes the cue — no willpower required.

Examples:

After I pour my morning coffee → review my 12-week goals
After I sit at my desk → write my top 3 priorities for the day
After I close my laptop → log today's execution score

ENVIRONMENT DESIGN

*"Make the right choice
the easy choice."*

Your environment is always shaping your behavior. Redesign it deliberately so the friction favors your goals, not distraction.

Examples:

Phone in another room during your strategic block
Workout clothes visible the night before
Weekly plan printed and on your desk every Monday morning

THE COMPOUND EFFECT

1% Better Every Day

37×

Better in one year
if you improve just 1% every day

0.03×

The result of declining
just 1% every single day

In a 12-week sprint, consistent 1% improvements compound visibly. Your habits are not individual actions — they are votes cast for the person you are becoming.

Wiring Habits Into Your 12-Week Plan

For every weekly tactic in your plan, ask: How do I make this automatic?

TACTIC	CUE / TRIGGER	ENVIRONMENT PREP	IDENTITY STATEMENT
Make 5 prospecting calls daily	After morning coffee (9am)	Put call list on desk the night before	<i>I am a top performer who serves clients</i>
Write 500 words of my book	After 6am workout	Laptop open to doc before bed	<i>I am a writer who shows up daily</i>
Review finances weekly	Every Sunday after dinner	Budget app as phone home screen	<i>I am someone who controls my money</i>
Exercise 4x per week	Alarm: 5:45am gym days	Gym bag packed and visible the night before	<i>I am an athlete — always</i>

PART FIVE

Build Your 12-Week Sprint Plan

This is the most important part of today. Open your workbook.



★ EXERCISE 1 — 5 MINUTES · Write Your Vision (Page 2 in your workbook)

Your Vision Statement

1

Where do you want to be in 3 years?

Think about career, finances, health, relationships, and personal development. What does 'winning' look like across ALL dimensions?

2

Write it in present tense, as if it's today.

"I am...", "I have...", "I lead...". Your brain processes present-tense statements as real and generates motivation accordingly.

3

Make it emotionally charged.

If reading your vision doesn't make you feel something, it's not compelling enough. Add the WHY behind each element.



When you've written your vision, put your pen down and look up. We'll share a few.

★ EXERCISE 2 — 8 MINUTES · Set Your 3 Goals (Page 3 in your workbook)

Your 12-Week Goals

1

GOAL 1: Write here...

How will you measure success? (specific # / outcome by end of Week 12):

2

GOAL 2: Write here...

How will you measure success? (specific # / outcome by end of Week 12):

3

GOAL 3: Write here...


How will you measure success? (specific # / outcome by end of Week 12):


Check: Is each goal specific? Measurable? Achievable in 12 weeks? Tied to your vision? If yes — proceed!


★ EXERCISE 3 — 10 MINUTES · Map Your Weekly Tactics (Page 4–5 in workbook)


From Goals → Weekly Tactics


GOAL 1

 **Tactic 1:** _____

 **Tactic 2:** _____

 **Tactic 3:** _____

 **Tactic 4:** _____

 **Tactic 5:** _____

GOAL 2

 **Tactic 1:** _____

 **Tactic 2:** _____

 **Tactic 3:** _____

 **Tactic 4:** _____

 **Tactic 5:** _____

GOAL 3

 **Tactic 1:** _____

 **Tactic 2:** _____

 **Tactic 3:** _____

 **Tactic 4:** _____

 **Tactic 5:** _____

Tactic test: "If I do this action consistently for 12 weeks, will it directly move this goal forward?" If yes — keep it. If maybe — cut it.

PART SIX

Scorecard & Accountability Systems

How to stay on track and measure what matters

Using Your Weekly Scorecard

Your scorecard is in your workbook (Pages 6–8). Fill it in EVERY Friday — without exception.

1

List Every Tactic

At the start of the week, write every planned tactic in the scorecard — one row per tactic. Be specific: "Call 5 prospects" not "Do outreach".

2

Mark Complete or Incomplete

Each evening or Friday: mark each tactic ✓ (done) or ✗ (not done). No partial credit. Either you did the full tactic or you didn't.

3

Calculate Your Score

Divide completed tactics by total tactics planned. Multiply by 100. This is your execution %. Log it prominently.

4

Reflect & Recommit

What caused any missed tactics? Time blocking? Unexpected interruptions? Willpower? Diagnose the root cause and adjust next week's plan.

5

Share With Your Partner

Report your score to your accountability partner at your weekly check-in. Transparency is the accountability mechanism.

What 85%+ Execution Actually Looks Like



Week 1: 71%

First week. Learning the system. Some scheduling conflicts. Acceptable start.



Week 2: 78%

Getting tighter. Time blocks protected better. Two tactics still slipping.



Week 3: 85%

In the zone. Weekly plan written Sunday. Scorecard updated daily.



Week 4: 88%

Habits forming. Execution feels almost automatic. Partner check-in motivating.



Week 8: 92%

Midpoint — goals on track. Tactics have become identity. Momentum is real.



Week 12: 95%

Final sprint. Urgency is high. System is working. Goals achieved.

6 Traps That Derail Sprints — and How to Beat Each One

X Overloading your plan

✓ Stick to 3 goals, 12–15 tactics. If everything is a priority, nothing is.

X Skipping the weekly review

✓ The review IS the system. Miss it twice and your sprint falls apart.

X Measuring outcomes only

✓ You control inputs (actions), not outputs (results). Score execution %.

X Missing tactics & not adjusting

✓ Diagnose why. Don't carry over missed tactics — rebuild the plan.

X Starting with huge habits

✓ Two-minute rule. A 2-minute version of any habit beats skipping entirely.

X Working alone (no partner)

✓ Accountability partners double success rates. Find yours this week.

The 12 Week Year Across Every Domain



Sales & Revenue

Close \$300K in new business this sprint

- 10 outbound calls/day
- 2 discovery meetings/week
- 1 pipeline review on Thursdays



Health & Fitness

Complete first half-marathon in 12 weeks

- Run 4x per week per plan
- Meal prep every Sunday
- Sleep 7.5hrs — non-negotiable



Learning & Career

Pass certification + get promoted

- Study 45 min/day before work
- 1 project per week showcasing new skills
- Weekly 1:1 with manager



Finance & Wealth

Save \$8,000 and eliminate credit card debt

- Track every expense daily
- Move \$650/week to savings
- One no-spend weekend/month

The 4 Phases of Your Sprint

Weeks 1–3



LAUNCH

Install your system. Write your plan. Form your accountability relationship. Expect resistance — push through it. This phase is about habit installation, not peak performance.

Target: 65–75%

Weeks 4–7



BUILD

Consistency compounds. Your habits stabilize. Your score rises. You begin to see early results. This is where most people find their rhythm and start believing in the process.

Target: 75–85%

Weeks 8–11



PERFORM

Peak execution. Habits feel automatic. Goals are in sight. Your identity shift is happening. Less willpower required — the system is running you, not the other way around.

Target: 85–95%

Week 12



CLOSE

Final sprint. Urgency is at maximum. Celebrate what you've achieved. Conduct your annual review. Set up the next sprint within 7 days — don't lose your momentum.

Target: 90–100%

The 12-Week Year Annual: End of Sprint 4

After 4 sprints (48 weeks), you've done more than most people do in 3–5 years.

The 12 Week Year Annual Review — 4 Questions to Ask After Every 4 Sprints



Q1: What did I achieve this year that I'm most proud of?



Q2: Which of my habits and systems are working — and why?



Q3: Where did I fall short — and what does that tell me?



Q4: Who has this year made me, and what's next for that person?

What to Remember When You Walk Out Today

01

Annual goals fail because time is too long and urgency too low. Compress to 12 weeks and everything changes.

02

A plan without weekly tactics is a wish. Map every goal to specific weekly actions — and time-block them.

03

Execution score is your power metric. 85%+ consistently predicts goal achievement. Track it every week.

04

Identity beats motivation. Ask: who must I become to achieve this goal? Then act as that person starting today.

05

You don't rise to your goals — you fall to your systems. Build the system. Trust the system. The results follow.

06

Start your next 12-week sprint within 7 days. Momentum lost is hard to rebuild. The time is always now.

What Happens in the Next 24 Hours Matters Most

The gap between attending a workshop and changing your results is this: people who act within 24 hours succeed. People who wait, don't.



Tonight

Finalize your vision statement. Read it out loud. Does it make you feel something? If not, make it bigger.



Tonight

Confirm your 3 goals. Write them on paper and put them somewhere you'll see them daily.



Tomorrow AM

Open your calendar. Block your Strategic Time, Buffer Time, and Breakout Time for the next 4 weeks.



Within 48hrs

Contact one person to be your accountability partner. Schedule your first weekly check-in.



End of Week

1

Calculate your first execution score. Even 50% is a win — you've started.

Questions & Open Discussion

DISCUSSION PROMPTS

1 *"What part of this framework do you find most challenging to implement?"*

2 *"What would achieving your 12-week goal mean for your life?"*

3 *"Who in this room can be your accountability partner?"*

4 *"What habit do you need to build most urgently to support your top goal?"*

There is only one question left:

Will You Start This Week?



Your workbook is your system — use it



Set your start date and commit to it



Find your accountability partner today

"A year from now you will wish you had started today." — The only regret is inaction.