ORIENTATION GUIDE
WELCOME TO THE 12 WEEK YEAR

You now have in your possession the most powerful goal achievement system ever created. Just owning it won’t do much for you though, you will have to work through it, and apply it. This Orientation Guide will get you started on your way. In conjunction with the Orientation Video, it will provide you with an overview of the system, processes and tools that will enable you to achieve more in the next 12 weeks than most do in 12 months.

PERIODIZATION

A 12 Week approach that moves beyond training to focus on the critical factors that drive production and life balance.

5 DISCIPLINES OF THE 12 WEEK YEAR

1. Vision

2. Planning

3. Process Control
3 PRINCIPLES OF THE 12 WEEK YEAR

1. Accountability
Accountability is not consequences, it’s ___________________________!

2. Commitment

3. Greatness In The Moment

“You can’t build a reputation on what you’re going to do.” – Henry ford

“Life is either a daring adventure . . . Or nothing at all.” – Helen Keller
THE 12 WEEK YEAR PROCESS

Throughout the next 12 weeks we will guide, support, coach, and inspire you to accomplish the things that are most meaningful to you.

There is a philosophy and process that all successful people understand and utilize. The key to high achievement is to recognize that knowledge and intellect as well as strategy and ideas only matter if you implement: if you EXECUTE.

Knowledge is only powerful if you act on it. And great ideas are worthless unless they are implemented. It’s not enough to know what to do. Knowing and doing are two very different things.

The 12 Week Year will teach you how to execute and provide you with the structure and tools to achieve your goals.

The process begins by you establishing one or more goals and identifying a few key actions to accomplish each goal. Your goals and plans are then entered into Achieve! on the member site. Achieve! will create a Weekly Plan for you each week, organizing the tactics (actions) that need to happen that week. The system also creates a dashboard that tracks your progress as you check off actions that you complete each week.

Every day you will receive a Challenge Video to keep you on track. Most videos are only 2-3 minutes in length, but in those few minutes will provide you with the information and inspiration you need to be successful. Be sure to establish the habit of setting aside a few minutes each day to view the videos.

You will also have the chance to participate in a regular coaching call. The call is an opportunity for you to hear directly from the co-authors Brian Moran and Mike Lennington. You’ll gain valuable insights on how to overcome obstacles and make critical game time adjustments.

RESOURCES & COMMUNITY

The 12 Week Year Challenge provides you with all the resources you need to be successful. From the Member Site, to Achieve!, to the Daily Videos you have everything you need to achieve your goals in just 12 weeks. Additional resources are available via “downloads” from the member site.

FAST START – NEXT STEPS

To get off to a fast start with your 12 Week Year complete the following steps.

Step one – Download and print the vision workbook from the resource center, watch the vision video, and work through the vision workbook.

Step two - Download the High Performance Action Plan document, watch the video and work through the handout.

Step three – enter your goals and plan into Achieve!

Step four – Execute your tactics daily.

Watch the daily videos and participate in the weekly coaching calls.

Make a commitment right now to take full advantage of all that The 12 Week Year has to offer you and get ready for a life-changing 12 weeks!

Welcome to the 12 Week Year community!