

12 week year

THE WEEKLY ROUTINE



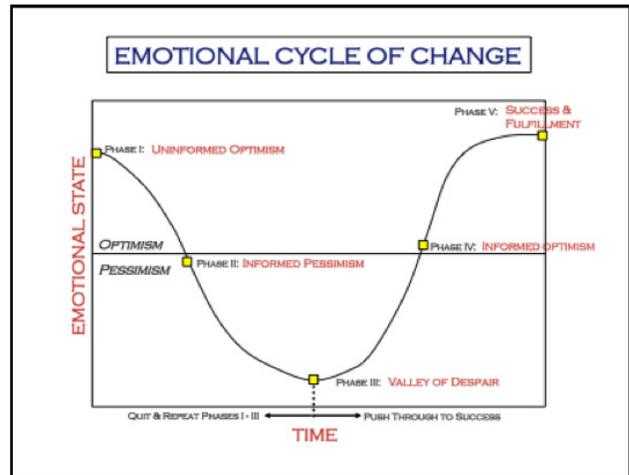
THE WEEKLY ROUTINE

At this point you have created a compelling vision and a plan to achieve your personal and business objectives: now the work begins. Having a plan is one thing; effectively implementing it is another. This is the stage where most people struggle. Installing a Weekly Routine is the “secret” to effectively implementing your plan.

1. PLAN YOUR WEEK

At the beginning of each week, you will create a Weekly Plan that contains the actions (tactics) that are due this particular week in your overall 12 Week Plan.

The Weekly Plan is such a powerful tool because it simply and effectively translates the entire 12 Week Plan into more manageable and focused daily and weekly action. It is the instrument that organizes and drives your week, becoming, in effect, your “game plan” for those 7 days.



Please note – the Weekly Plan is not a glorified to-do” list; rather, it reflects the critical strategic activity that needs to take place this week in order to achieve your 12 Week Goals.

2. DON'T GO IT ALONE – PEER SUPPORT & THE WAM

You are 7 times more likely to be successful if you participate in some form of peer support. There was a study conducted with patients that had severe medical conditions that required lifestyle changes in order to live. What they found is that when patients attended group support sessions that their success rate was nearly 7 times higher. The groups not involved in peer support had a 10% success rate. Those participating in support had a 77% success rate. The lesson is clear, if you are facing change, don't go it alone.

A WAM (Weekly Accountability Meeting) is a critical element of your execution process. This is a short meeting (15 – 20 minutes) typically held on Monday morning with a small group of peers that have all agreed to support, challenge, and encourage one another.

Who will be on your support team:

WAM PARTNERS

1. _____
2. _____
3. _____

The WAM Agenda

1. Individual Report Out
 - Results: Actual to Goal
 - Weekly Execution
 - What's working, where I'm struggling
 - Group feedback
2. Encourage & Close

3. SCORE YOUR WEEK

Measurement drives the process. It is the anchor of reality. To create your best results you will need to track your *12 Week Year* results daily, weekly, and monthly!

To make The *12 Week Year* work for you, you will need to measure both **lead and lag indicators**. Lag indicators are the end results, while lead indicators are the activities that produce the lag results.

**The most effective lead indicator available to you
is your _____!**

Check off your accomplishments in Week 4	
Achieve 62,000 production credits <ul style="list-style-type: none">• <input type="checkbox"/> Ask for referrals at all opens, presents, closes• <input type="checkbox"/> Meet with a minimum of 1 COI/wk - get 3 referrals• <input type="checkbox"/> Conduct 2 client reviews every week• <input type="checkbox"/> Schedule 10 appointments/wk• <input type="checkbox"/> Schedule and conduct 2 three-hour prospecting blocks each week	Acquire \$1M under mgt <ul style="list-style-type: none">• <input type="checkbox"/> Meet with Top 25 investment clients - 2 per week• <input type="checkbox"/> Meet with a minimum of 1 investment prospect weekly
Personal Commitment <ul style="list-style-type: none">• <input type="checkbox"/> Read Bible daily• <input type="checkbox"/> Date night 1/wk• <input type="checkbox"/> Work out 4 times/wk	

That's it, 3 simple steps that will take you approximately 20 minutes per week. Three steps that are easy to do, and even easier not to do. So make a commitment to incorporate the Weekly Routine. Will it be uncomfortable at times – yes. Will it be challenging at times – yes. That's what it takes to get better. But that's OK, you can handle it.

As you incorporate the Weekly Routine you will find yourself working with greater focus and getting results faster than ever before.