12 Week Year Framework

- Principles
  - Accountability
  - Commitment
  - Greatness in the Moment
- Disciplines
  - Vision
  - Planning
  - Process Control
  - Measurement
  - Time Use
- Emotional Cycle of Change
  1. Uninformed Optimism
  2. Informed Pessimism
  3. Valley of Despair
  4. Informed Optimism
  5. Success and Fulfillment

- Methodology
  - 1. Establish a Strong Vision
    - Thinking Journey
      1. Impossible
      2. Possible
      3. Probable
      4. Given
      -

    - Crafting
      - Long-term Aspirations
        - Personal
        - Business
        - Spiritual
        - Spouse/Key Relationship
        - Family
        - Community
        - Physical
      - Mid-term (3 years) Goals
      - 12 Weeks
  - 2. Develop an Actionable 12 Week Plan
    - Define 12 Week goals
      - Bridge between vision and our plan
      - What define 12 Week goals?
        - Should have a meaning to achieve our vision
        - Be realistic
        - Be stretchy (so we must deliver our best daily)
      - Ask "Why are my 12 Week goals important?"
        "What will be different if I hit them?
        Or if I miss them?"
      - Roadmap to reach one of our 12 Week goal
    - Define 12 Week Plan
      - Criteria
        - Make them specific and Measurable
        - State them positively
        - Ensure they are a realistic stretch
        - Assign accountability
        - Be bound-time
      - Rules
        - Start with a verb
        - Complete sentence
        - Executable as written in the week that is due
      - Examples
        -
          12 Week plan
        -
          Goals to Tactics
      - Anticipate in the plan
        - What actions will I struggle with?
        - What will I do to overcome those struggles?
  - 3. Install a Process Control
    - Foundation
      - Weekly Plan
        - Translates the 12 Week Plan into daily and weekly actions
        -
          Weekly Plan
      - Peer Support
        - Weekly Accountability Meeting (WAM)
        - Agenda
          - Individual Report Out
            - Your results for the 12 Week Year to date
            - Your weekly execution score
            - Your intentions for the coming week
            - Feedback and suggestions from the group
          - Successful Techniques
            - What's been working well?
            - How to incorporate these techniques into one another's plan?
          - Encouragements
    - Weekly Routine
      1. Score your week
      2. Plan your week
      3. Participate in a WAM
  - 4. Keep Score
    - Properties
      - Provides a comprehensive feedback needed for informed decision making
      - We measure the execution of our plan, not the results
    - Indicators
      - Lag indicators
      - Lead indicators
    - Thinking Shifts
      - Embrace measurement, and not shy away from it
      - Focus more on the actions than the result
      -
        Weekly Scorecard
  - 5. Take back Control of Your Day
    - Problems
      - We don't correctly allocate the time we have
      - We think we don't have full control of our time
      - We spend too much time on low value activities
    - We must focus our time and energy to do the things that we are great at, not on eliminating our weaknesses
    - Performance Time
      - Time blocks
        - Strategic blocks
          - **Reserved for the critical, high payoff activities**
          - Work on your business, not in it
          - 3 consecutive hours per week
          - Scheduled early in the week
          - Scheduled during times when our work activity is typically lowest
        - Buffer blocks
          - **Deal with the lower-level, busy activities**
          - 30-60 minutes x2 per week
          - The amount of time depends on the activities to be performed: Emails, phone calls, administrative,...
        - Breakout blocks
          - Prevent burnout and create more free time
          - 3 hours once a week
        - Other blocks to execute other important activities
      - Model work week
        - It's a picture of highly productive week
        - We don't eliminate low level activities, but focus on the most beneficial activities and plan other activities around them
        - Process
          1. Block 15 minutes Monday morning for previous week review and current week planning
          2. Schedule the 3 hours strategic block
          3. Schedule one or two buffer blocks per day, every day Monday to Friday
          4. Schedule breakout block
          5. Schedule additional important activities
             - Client and prospect appointments
             - Standing meeting
             - Marketing and Sales
             - Planning
             - Required administrative and operational tasks
             - Preparation for client meetings and customer service
             - Project work
             - Referral lunches
             - One-to-one coaching sessions
             - Personal tasks
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          Time Blocks Exercise on Google Sheet
        - Performance time agendas examples
          - Strategic block
            1. Reconnect with the vision (5-10 minutes)
            2. 12 week metrics review (10-15 minutes)
            3. Assess performances breakdowns and reasons (10-20 minutes)
            4. Work on plan tactics (2-2.5 hours)
          - Buffer block
            - Review and respond to emails
            - Listen to voicemail and respond as needed
            - Make necessary outbound calls
            - Follow up on to-do list items
            - Take quick meetings with staff to answer questions or to plan follow-up
            - Organise and file work in process and completed items
            - Identify any new to-do list items and record
    - 😊 Thinking Shift
      - Breakthrough is achieved when we value OUR time as at least as the time of our client/employer
      - Realise that we can't do it all
      - Never defer strategic work to accomplish the urgent low-level activities
      - **Breakthroughs require a profound change in the way that you work, before it shows up in your results**
    - ⚠️ Pitfalls
      - You conduct business as usual (old time-allocation habits drive your activities
      - You don't focus on one thing at a time in your strategic blocks
      - You allow distractions to steal your attention
      - You think being busy is the same as being productive
    - 💪 Tips
      - Work from a written weekly plan
      - Input your model week into your calendar
  - 6. Take Ownership
    - Accountability is a stance in life in which people acknowledge their role in outcomes
      - It is not concerned with fault, blame or punishment
      - We look at what was done wrong, so we can identify how we can improve
      - Our focus shifts from defending our actions to learning from them
      - Failures become feedback
    - How to foster greater accountability and get more of what you want in life
      - Resolve never be a victim again
      - Stop feeling sorry for yourself
      - Be willing to take different actions
      - Associate with "Accountables"
    - 😊 Thinking Shift
      - **Accountability is not consequences; it's ownership**
      - You don't control the circumstances, you do control how to respond
      - The quality of your choices determines the quality of your life
      - In any situation, you ALWAYS have choice
    - ⚠️ Pitfalls
      - You continue to view accountability as consequences
      - You look outside yourself
    - 💪 Tips
      - Acknowledge reality
      - Focus on what you can control
  - 7. Be Committed
    - The state of being bound emotionally or intellectually to some course of action
    - Keys for successful commitments
      - Strong desire
      - Keystone actions
      - Count the costs
      - Act on commitments, not feelings
    - Personal commitments
      - Acknowledge that for every commitment, there are hidden costs/intentions
      - Identify what can be in conflict with our stated intentions
        - Desire for comfort?
        - Desire for pleasure?
        - Desire for satisfaction?
        - Desire for relaxation?
      - Successful commitments occurs when:
        - Your stated intentions are stronger than your hidden intentions
        - You consciously reconcile the conflicts
      - 12 Week Commitments Exercise
        - Determine few goals that would represent a real breakthrough for you
        - Identify the keystone action that will have the biggest impact on reaching your goal
        - Determine the costs that you have to pay to consistently take that action every week
        - Circle the keystone actions for which you are willing to pay the costs. These are the commitments for the next 12 weeks year
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          12 Week Commitments Exercise on Google Sheet
    - Commitments to others
      - Have a strong desire to keep your words
      - Count the costs
      - Act on your promises
    - 😊 Thinking Shift
      - It is OK to say NO
      - When committing, stay connected to the vision
      - Delayed gratification is the productive thought
    - ⚠️ Pitfalls
      - You miss a commitment once and give up
      - You fail to confront missed commitments
      - You don't value your words
    - 💪 Tips
      - Don't overcommit
        - Don't take on more than than you can handle
        - 2 or 3 personal commitments are enough
        - Most people would rather hear you say no than say yes and not deliver
      - Go public with your commitments
      - Buddy up