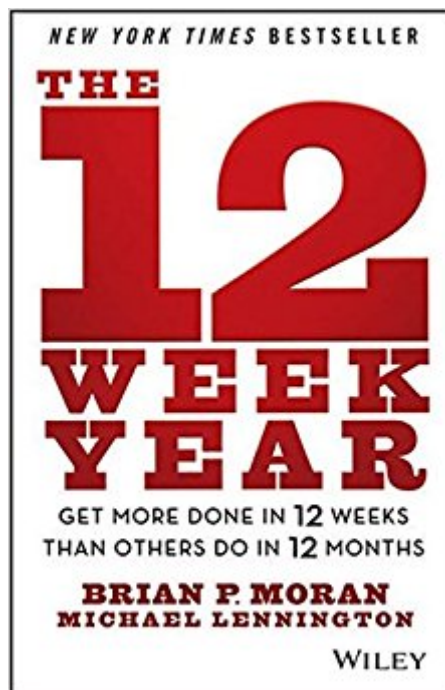




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# The 12 Week Year: Get More Done In 12 Weeks Than Others Do In 12 Months



## Synopsis

The guide to shortening your execution cycle down from one year to twelve weeks Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, The 12 Week Year avoids the pitfalls and low productivity of annualized thinking. This book redefines your "year" to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound. Explains how to leverage the power of a 12 week year to drive improved results in any area of your life Offers a how-to book for both individuals and organizations seeking to improve their execution effectiveness Authors are leading experts on execution and implementation Turn your organization's idea of a year on its head, and speed your journey to success.

## Book Information

Hardcover: 208 pages

Publisher: Wiley; 1 edition (May 20, 2013)

Language: English

ISBN-10: 1118509234

ISBN-13: 978-1118509234

Product Dimensions: 5.7 x 0.8 x 8.6 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 282 customer reviews

Best Sellers Rank: #3,011 in Books (See Top 100 in Books) #73 in Books > Business & Money > Management & Leadership > Management

## Customer Reviews

A guide to creating results through focus, commitment, and accountability The 12 Week Year is a process forged in the field of sports, used by world-class athletes and transformed for business and everyday life by Brian P. Moran and Michael Lennington. This is not a book of theory. The 12 Week Year has been vetted by thousands of clients and hundreds of companies, and is backed by years of real life experience. In this groundbreaking book, the authors unlock the simple secret to help you accomplish more. What differentiates truly great performers and organizations from mediocre ones is an ability to effectively execute on what they know. There is a gap for most of us between what we know we should do, and what we are actually willing to do. This knowing-doing gap is what

keeps most people and most companies from accomplishing what they are capable of. The 12 Week Year incorporates the proven disciplines and principles of effective execution into the context of 12-week execution cycles. In the book, you'll discover how to develop clarity and focus on what matters most and a healthy sense of urgency to get it done. You'll learn how to: Take back control of your day Increase your income Balance the priorities in your life Lower your stress Accomplish your goals in record time The 12 Week Year is a how-to book for both individuals and organizations that would like to accomplish more in the next 12 weeks than others will in the next 12 months. Join the thousands who are already experiencing the benefits of the 12 Week Year. Get this book and turn the idea of a year on its head, and speed your journey to success. Leverage the power of The 12 Week Year to drive improved results in any area of your life.

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?" —MATTHEW E. 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 "Brian Moran and Michael Lennington have persuaded me that focusing on shorter time periods—four 'year ends' instead of one—brings clarity and urgency to individuals and teams. I've already drawn up my own 12-week plan. Exciting!" —SUSAN SCOTT, author of Fierce Conversations and Fierce Leadership "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 "The 12 Week Year is a powerful system for achieving extraordinary results both professionally and personally. It's a simple yet proven approach to creating breakthrough results. If you're committed to making lasting changes, this is a must-read!" —TOM BURNS, Chief Distribution Officer, Allianz

This by far is one of the best books I've read thus far. It really resonated with me. I guess you can say the light bulb went on and finally stayed on. Easy read, and they make success easy to achieve. You won't be disappointed.

I really don't like to give negative reviews, but after reading this book I feel compelled to tell others

who enjoy reading books about productivity that this is one you can skip. For those who have never read a book about goal-setting or managing your time, perhaps you'll find something of value in "The 12 Week Year." For the rest of us, however, the concepts of creating a vision, identifying goals, breaking those goals into actions, creating a weekly plan of execution and measuring your efforts is very basic and nothing new. Basically, the author suggests that if you reduce the time horizon on your goals from a year to a 12 week period (what the business world refers to as a "quarter,") you'll accomplish more. I don't disagree with this concept- the less time we think have to get something done, the less time we typically waste. Beyond that, the book consists of nothing but repackaged, repetitive content already covered in books by others like Stephen Covey and Brian Tracy. The book does, however, offer the reader additional support. For only \$89.00 you can purchase the 12 Week Year Study Guide. For a mere \$147.00 you can take the 12 Week Year Challenge. For just \$197.00 you can purchase "Achieve," the 12 Week Year online system. Although I give the author 2 stars for the book, I give him 5 stars for his marketing machine.

I'm just finishing it up here and have highlighted so many sections. So good.

A great book to improve your lifestyle. There are some sales-y sections leading people to make a deeper purchase though.

Most of us have experienced success at some level. Read this book, apply it and watch what happens. It's so simple yet it's execution will change everything

Great concept and way to focus in the near term. By applying the principles here you lose the ability to fool yourself into thinking you are on track. I believe it's a great book for people who have big goals because, if followed, will lead you through goals clarification and breaking down what to do into the short term (days, week) and near term (month, 3 month); yearly results follow. You may know what to do, this principle will keep you doing it on a time frame that gets results. (Suggest getting Brian Tracy's 'Eat That Frog' to go with it.)

Most valuable "productivity" book I've read in a long time. Applied it as soon as I was done. Simply put - it works.

Lays out the plan on how to achieve more in less time. All comes down to planning and

implementation in 12-week segments.

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