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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 12 weeks Most organizations and individuals work in the context of annual goals and plans; a 12-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 lifeOffers a how-to book for both individuals and organizations seeking to improve their execution effectivenessAuthors 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

Audible Audio Edition

Listening Length: 5 hours and 17 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: May 29, 2014

Whispersync for Voice: Ready

Language: English

ASIN: B00KN00GDI

Best Sellers Rank: #32 in Books > Audible Audiobooks > Business & Investing > Leadership & Management #51 in Books > Business & Money > Management & Leadership > Management

## Customer Reviews

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.

This book was gifted to me by a partner in my firm who swears by it. After reading the first 5 chapters, and skimming the rest of this short book, I have to agree with many others' assessments. The book is simply repackaged quotes and ideas from Steven Covey and others including Tony Robbins. Not that there is anything wrong with the ideas themselves, but if you have 7 Habits or The Art of Achievement or Personal Power/Awaken the Giant Within, or several other books Moran and Lennington generously borrow from, you're better off going back to the books you already have. Read them again, and do what you didn't do the last time you read them- actually implement the ideas!!!! (What a concept!) I have to say that I found the repetition in this book to be absolutely annoying. The authors would say something, slightly reword it, and then say it again just a few paragraphs later. No additional illumination on the concept, simply a rewording. Even though the book is only 190 pages, it could easily have been only 80 pages and still had the same impact. If you've never read a "self-help" book before, this will be a very rewarding purchase. Otherwise, use what you've got, but this time, set your goals for 12 weeks instead of a year.

June 9, 2014: A more complete update will follow but the concepts are all the things that have been going through my mind as I work on my journey to higher productivity and performing to my absolute highest capability - every day! When you must motivate yourself as an entrepreneur - aka there is no one telling you what to do, what measure to achieve and by when - you really have to get this figured out. I like the idea of the quarterly focus (12 weeks). I hoping this will be the best book on personal execution that I have come across (and I have been looking at a reading quite a few). Reading....Hoping....(part 1 of 2). OK, NEXT UPDATE June 19, 2014 Life changing in terms of achieving more in my business and life - looking at the whole - short and long term. I never measured or thought this way about my work and life and the next 25 years will be better than the last in terms of my execution excellence, lower stress and happiness in business and life. I did buy the 12 week plan online tools for a 12 week period (about \$300). Before I went online, I did these

things for myself: 1) I created a master list for myself of all the things I am working to accomplish; 2) I created my own measures on paper first selecting from the critical items for the next 12 week period; 3) I created a daily working/planning one pager for each day of the week to plan my daily actions. I write on this everyday and have different sections for "frogs" (immediate things), top of mind, hourly, and chevrons for titles. 4) I created a binder that holder my measures on top, my detailed master plan for reference as needed, and my daily sheets. THEN, I went online to create my 12 week plan using Brian's tools. The tools are simple but effective. Today, I talk with a coach provided for one hour as part of the 12 week \$300 package. So, here I go.....Here is to better contribution and excellence for the rest of my life!

There are many books addressing the challenge of getting things done. This short book offers one more method to complete a project or to achieve desired goals. The techniques are not new and the book is redundant by repeating "12 week" innumerable times. All the points could have been made in 10 pages at most.

Many thoughts contained in the book I was aware of and had used. However there were several that were new to me. The payoff was putting them together:  $1 + 1 = 5$ . This book makes you THINK about why you get up each morning, why you put up with life's foibles, and why you work each day. It's our picture of the idealic life - the motivation to do ANYTHING! Then the author guides you through the process of obtaining a laser focus on what it takes to get to your dreams! While it is simple, it's not necessarily easy. But having the process/formula is incredibly exciting! If your looking for the why, need motivation, seem overwhelmed by everything that you have to do, and want to get a laser focus on the activities that will achieve you dreams - get this book!

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