

THE 12-WEEK YEAR

WITH GILLIAN PERKINS

WORKBOOK



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Dreams, Hopes, and Desires

Note: This is a brainstorming exercise to get you thinking about the possibilities for your life. This is not your vision or your goals.

What do you desire to HAVE?	What do you hope to DO?	What do you dream of BECOMING?

Casting Your Vision

LONG-TERM VISION

Describe your vision for your life 10-20 years from now:

THREE-YEAR PERSONAL VISION

How old will you be in three years?

Determine what you want your personal life to be like in three years.

CONSIDER:

Spouse
Family
Health
Spiritual
Social
Financial
Intellectual
Emotional
Lifestyle

THREE-YEAR BUSINESS VISION

Questions to consider:

- *What space will you operate out of?*
- *How many hours/week will you work?*
- *What is your target market?*
- *Who is your ideal client?*
- *What is your main value offer?*
- *What products or services do you offer?*
- *How many clients will you work with?*
- *What is your service model?*
- *How will you market?*
- *What type of content will you create?*
- *Who will create it?*
- *What will your team look like?*

12-MONTH VISION

What will your personal and professional life look like 12 months from now? Where do you need to be to stay on track for your three-year and long-term visions?

12-Week Year Game Plan

For the 12 Week Year Ending ___/___/____, I will:

GOAL 1:

GOAL 2:

GOAL 3:

GOAL 4:

GOAL 5:

GOAL 6:

How will these 12-week goals help you progress toward your long-term vision?

GOAL 1:

GOAL 2:

GOAL 3:

GOAL 4:

GOAL 5:

GOAL 6:

OBSTACLES

What internal or external obstacles might prevent you from reaching each of your 12-week goals?

How can you prevent or plan to overcome these obstacles?

12-Week Plan Tactics

- Mind-map to brainstorm ideas for what you might need to do to achieve each of your goals.
- Which of your brainstormed tactics are most likely to have the biggest impact?
- Choose the tactics you will employ to reach your goal. Only choose as many tactics as are necessary for success.
- Tactics should be re-written as positive, complete sentences that begin with action verbs.

Tactics Example:

12 Week Goal: "Weigh 185 lbs by the end of the 12 Week Year."

Tactic 1: *Track everything I eat in MyFitnessPal.*

Tactic 2: *Limit my daily calories to 2,200.*

Tactic 3: *Find an exercise buddy who lives nearby. Week 1*

Tactic 4: *Set exercise schedule with buddy that works for us both. Week 1*

Tactic 5: *Exercise 4+ times/week. Weeks 2-12*

PLAN YOUR TACTICS

GOAL 1:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 2:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 3:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 4:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 5:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 6:	
<i>Tactic</i>	<i>Week Due</i>

GOAL 1:	
<i>Tactic</i>	<i>Week Due</i>
GOAL 2:	
GOAL 3:	
GOAL 4:	

Weekly Plan

WEEK #

GOAL 5:	
<i>Tactic</i>	<i>Week Due</i>
GOAL 6:	

TIME BLOCK	DAY/TIME
Strategic Block	
Buffer Block	

Weekly Routine

1. Score your week.

2. Plan your week.

3. Participate in a WAM

WEEKLY ACCOUNTABILITY MEETINGS

Agenda

1. Results this week / Results so far
2. Weekly execution score
3. What working & Where I'm struggling
4. Partner encouragement, support, feedback
5. Action commitment this week

Who could be your WAM partner?

DAILY HUDDLE

"Stand-up meeting" (Slack)

- Yesterday's wins
- Today's intentions

WEEKLY TIME BLOCKS TO SCHEDULE

Strategic Blocks

- Time set aside to work on your most important tactics for the week
- Schedule one three-hour block per week.
- Schedule it for early in the week in case you need to reschedule it.

Buffer Blocks

- For "urgent" work; helps keep the rest of your work-day open for important work
- 30-60 minutes, 1-2 times/day

Weekly Scorecard

EXECUTION SCORE

Tactics completed / Total tactics x 100 = Your Execution Score

_____ / _____ x 100 = _____ %

LEAD/LAG INDICATORS

GOAL 1:	
Lead Measures:	
Lag Measures:	
GOAL 2:	
Lead Measures:	
Lag Measures:	
GOAL 3:	
Lead Measures:	
Lag Measures:	
GOAL 4:	
Lead Measures:	
Lag Measures:	
GOAL 5:	
Lead Measures:	
Lag Measures:	
GOAL 6:	
Lead Measures:	
Lag Measures:	

12-Week Year Review

- Score your success for each of your goals on a scale of 1-10, where 1 is "No progress" and 10 is "Accomplished Goal"
 - Calculate your 12-week average execution score:
-

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
%	%	%	%	%	%	%	%	%	%

Looking at your results and your execution, what insights can you draw -- what works and what didn't?

Did you average 80% or better on your weekly execution score? If not, what do you need to do differently to achieve this standard?

SUCCESS DISCIPLINES

Score yourself, 1-10, on each of the following success disciplines:

VISION										
1	2	3	4	5	6	7	8	9	10	
Lack connection with vision										Clear connection between vision and daily activity

12-WEEK PLANNING										
1	2	3	4	5	6	7	8	9	10	
Did not use a 12-week plan										Created and used a 12-week plan

WEEKLY ROUTINE										
1	2	3	4	5	6	7	8	9	10	
Did not plan, score, or WAM each week										Used weekly plan, scorecard, and WAM every week

PERFORMANCE TIME										
1	2	3	4	5	6	7	8	9	10	
No "strategic" or "buffer" blocks										Effective use of time blocking system

KEY MEASURES										
1	2	3	4	5	6	7	8	9	10	
Not tracking critical measures										Effectively managing lead & lag indicators

What discipline will you focus on leveraging more effectively during your next 12-week year?

How would your thinking need to change for you to double the results you achieved these past 12 weeks?

What new actions will you need to take during these next 12 weeks for you to achieve a higher level of success?

THE 13TH WEEK

The 13th week is an important buffer to allow you to successfully finish out your previous 12WY, take a break, celebrate your success, and plan your next 12WY before you hit the ground running.