



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

Brian P. Moran , Michael Lennington

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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.

The 12 Week Year: Get More Done in 12 Weeks Than Others Do in 12 Months Details

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From Reader Review The 12 Week Year: Get More Done in 12 Weeks Than Others Do in 12 Months for online ebook

Belal Khan says

This is a must have "time management" book. This belongs right along side titles by authors David Allen, Steven Covey, and Tim Ferris. This book is an excellent follow up to Sh Muhammad Alshareef's "Visionaire" workshop.

Excellent method of compressing your yearly plans into 12 weeks and celebrating the successes like you would at the end of the year. Only reason I didn't give this book 5-stars is because their vision setting section is weak. However, that may be unfair since I'm comparing an NLP based experience (Visionaire workshop) to that of this book.

Charmin says

Highlights:

1. The goal links the actions that you take each day as part of your plan to your long-term vision. Daily actions need to be intentionally and parsley aligned. Every 12 weeks is a new start.
2. Focusing on the activities that matter most, maintaining a sense of urgency to get those things done, and shedding the the low value activity that keeps you stuck.
3. PLANNING: Some of the most productive time you have. Your plan continually brings you back to the strategically important items. Effective planning strikes a working balance between too much complexity and two little detail. Your plan should start by identifying your overall goals for the 12 weeks. Taking time to plan upfront, and overall time and effort to complete a task can be significantly reduced.
4. Measurement build self-esteem and confidence because it documents progress and achievement, drives execution process; Provides important feedback that allows you to make intelligent decisions. Measure of your execution you have good control of your actions that over your results.
5. Strive for excellence not perfection. The 12 week year system forces you to confront your lack of execution. high achievers use the tension as an impetus to move forward.
6. DISCIPLINE: You become great long before the result show it. The discipline to do the extra things. The real breakthrough comes when all of them are applied in their entirety. Self-correcting. It is a deliberate practice system that is designed for continuous improvement.
7. Carve out time each week to focus on your high-value high impact activities.
8. Clarify expectations. Accountability deals in reality.
9. Not following through on your commitments destroys relationships and contributes to failure. You don't control the result, what you control your actions.
10. Time is the most squandered of all personal resources. Be more mindful about how you spend your time.

When you spend your time with intention, you know when to say yes and when to say no. Block out regular time each week dedicated to your strategically important tasks. You will need to guard your time intensely, delegating or limiting everything possible it is not one of your strengths or does not help you advance your goals.

Daniel Threlfall says

The big idea of the 12 Week Year is that you should envision each 12 weeks as a single year, set big goals, and achieve those goals.

It's an outstanding concept, and one that Keren and I have been working towards. Before she even heard of the 12 Week Year, Keren created an elegant and powerful system for achieving massive results in 90-day periods of time, and launched a group that is pioneering the method.

Moran's approach is highly tactical, and he explains a system for setting, following, and achieving 12-week-year goals.

His section on "accountability" confused me at first, but I think this is one of the most powerful concepts in the book. Accountability, as he defines it, is a mindset of personal responsibility, not external punitive oversight.

Another great facet of the book is his approach to planning and scoring the week.

12 Week Year picks up, in a sense, where Grant Cardone's 10x Rule leaves off. Cardone's 10X is the "RA-RA" of doing more, but Moran is the "and here's exactly how to achieve it." The two books would work well as companions.

I'm eager to put the 12-week-year into motion, and see how it changes my approach to life and business.

Heidi Pungartnik says

Really 3.5.

This book is one of those that should have been just a blog post. The title kind of gives away what the point is -- chapters only build up on the idea of 12 week work bursts.

If you want to save some time, skip the entire first part as the concepts described in it are again briefly explained in part two as well. I even noticed some exactly identical sentences from part 1.

Powerful idea, but doesn't justify the length of this book. Reading a good summary will give you the gist of it, without all the seen before productivity tips and other filler.

James says

year

noun

1. the time taken by the earth to make one revolution around the sun.
 2. the period of 365 days (or 366 days in leap years) starting from January 1st used for reckoning time in ordinary circumstances.
 3. 12 weeks. Apparently. Because some marketing bozo said so.
-

Alia Makki says

I don't know why a lot of the reviews on Goodreads are brutal about this. It's true that a lot of the ideas have been stated more elaborately elsewhere. But to actually come up with the challenge that 90 days are enough? To write a 200-page book on the subject? On an idea that is so simple?

Of course it's annoying to spend \$23 on such an easy idea. It's committing for three months that's hard.

Here's the thing, **our brains are trolls**. They need all the help they can get to stick to any plan. Whether health, education or work, we have trolls for brains. And a brain's main goal is TO BE AS LAZY AS POSSIBLE.

That's why a semester usually only lasts 3-4 months. Nobody has the strength to hang on doing the same thing for longer than that without going back to the master plan and a cookie!

I only got the book after I have been practicing the 12-week cycle myself. I had been compartmentalizing my year into quarters. Not just me, a lot of ancient humans too. Like, some folks broke the year down into Spring-Summer-Fall-Winter. Others into semesters. In rice producing countries, the year is broken down into 3 months of tending and 3 months harvest cycles. Go figure.

I have a suspicion that the genetic mindset is built into us too, somewhere along the evolutionary line. Because, for me, the 12-week cycle works great.

Here's the other thing. While I have been breaking down my year into those manageable quarter-sized chunks, I didn't realize there was a book that had the language and mindset. All the other self-development books either offered quick fixes (Teach yourself swag in a week!), or eternity in awesome productivity heaven (QUIT SNORING AND GET HAPPY ENDING FOREVER).

This book? The 12 week year? It's not promising anything that I haven't been able to do. **It's not promising miracle fixes or unlikely changes that would require a heart attack to make me do something about it.** It's just natural length of a randomly doable project cycle. And it works. By George, it works.

It works because getting into a 3 months cycles doesn't hurt your brain with uncertainties. It works because you would need a pick-me-up every 3 months. It works because 3 months are a lot easier to control than 365 days.

Give it a shot. Start small. Start with something good you've always wanted to do. And recalibrate your plans based on your situation in 3 months. More likely than not, you'd be in a better place than you were three months since you started.

And if you can't control 3 months of your life and projects, dude, you need more help than a single book could provide.

Joseph R. Howard says

Reading this book, implementing its plan, and executing the daily tasks is directly responsible for saving my business. This can be a very short read for you, but if you truly realize and accept the positive change this plan can have for you, whether it is personal or business-related, you will find yourself reading each chapter two or three times each.

I highly recommend any business owner read this. Read it as soon as possible, and read it often!

Brian Walker says

Great premise "The 12 Week Year," but save yourself the time and the \$23 because the book is oversimplified and repetitious. Read the title, read the subtitle, and execute. There. That's it. Send me the \$23.

Amanda says

I am very excited to entrust this new way of thinking to make some important changes in my business. There is a very clear plan laid out in the book but it is very important that you read the book in its entirety before trying to implement this particular system. I think this book is a good read for anyone that is willing and ready to get uncomfortable with the intent of generating real results in whatever aspect of their life needs some up lifting.

Robert McElmurry says

This book is largely a sales pitch for a service website. To be fair, there are some useful ideas, but not enough to warrant an additional purchase.

Allyson says

I liked this. Some parts I loved, like the no bullshit tone of voice and approach. It's always irked me that people are more likely to keep creating new plans when things don't work out than they are to analyze where execution failed and then correct that before throwing the baby out with the bath water so to speak. I see it in my nonprofit work and also with clients. All. The. Time. So I really appreciated the authors' emphasis on

failure to achieve goals as not being a knowledge problem so much as an execution problem. I also appreciated the pragmatic instruction around planning and measuring your execution each week. But I think the book would have benefited from more concrete examples of how to move from vision to weekly plans and case studies that had more detail beyond praise for the system. I also felt at several points that this book was really struggling to make page count and much was redundant or unnecessary. I'm going to try some of the tactics in here on top of similar approaches that are already working for me and we will see if I upgrade this rating from 3 to 4 stars.

Sergei_kalinin says

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<http://s-kalinin.blogspot.ru/2014/05/...>

Hahn Lin says

This book is about focus and living each day with intention. It presents a concise system to lay out a vision for your personal and professional life, and derive goals and tactics to realize that vision. There is helpful material on planning, staying accountable and structuring your days. I am excited to start my first 12 week year!

Emma Sea says

This.

Josh says

Nothing new - goal setting, accountability, breaking visions into smaller tasks, short-term goals / horizons in service of long-term goals.

It reminds me of all the different books & techniques to knit socks. For all intents and purposes - they're the same thing, the only difference is marketing & a tiny novelty to hook you... I should probably stop reading business / finance books for that reason. All the same basics with different presentations / levels of intricacy in guidance.

The only 2 chapters that I found useful were 17 on time management and 19 on commitments.

