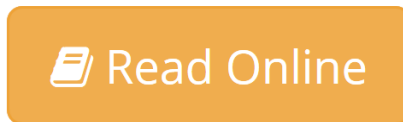


The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months

By 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.

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The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months By Brian P. Moran, Michael Lennington Bibliography

- Sales Rank: #2623 in Books
- Brand: Wiley
- Published on: 2013-05-20
- Original language: English
- Number of items: 1
- Dimensions: 8.60" h x .80" w x 5.70" l, .88 pounds
- Binding: Hardcover
- 208 pages

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Editorial Review

From the Inside Flap

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.

From the Back Cover

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

About the Author

BRIAN P. MORAN is founder and CEO of The Execution Company, an organization committed to improving the performance and enhancing the quality of life for leaders and entrepreneurs. He has served in management and executive positions with UPS, PepsiCo, and Northern Automotive and consults with dozens of world-class companies each year. As an entrepreneur, he has led successful businesses and been instrumental in the growth and success of many others. In addition to his books, Brian has been published in many of the leading business journals and magazines. He is a sought-after speaker, educating and inspiring thousands each year. Brian lives in Michigan with his wife Judy and their two daughters.

MICHAEL LENNINGTON is Vice President of The Execution Company. He is a consultant, coach, and leadership trainer, and an expert in implementing lasting change in organizations. He works with clients in the U.S., Europe, Asia, and the Middle East to help them implement corporate initiatives that drive sales, service, and profitability. Michael holds a BS from Michigan State University, and an MBA from Ross School of Business at the University of Michigan. He lives with his wife Kristin and their children in northern Michigan.

Users Review

From reader reviews:

Joyce Loza:

Now a day folks who Living in the era everywhere everything reachable by match the internet and the resources inside can be true or not demand people to be aware of each information they get. How many people to be smart in obtaining any information nowadays? Of course the correct answer is reading a book. Studying a book can help people out of this uncertainty Information specifically this *The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months* book because book offers you rich info and knowledge. Of course the data in this book hundred per-cent guarantees there is no doubt in it everybody knows.

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Robert Journey:

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Ryan Harrison:

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