

Your Kindle Notes For:



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

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Execution is the single greatest market differentiator.

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Ultimately, effective execution happens daily and weekly!

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“We are what we repeatedly do. Excellence then is not an act, but a habit.” —Aristotle

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It's important to understand that the results you achieve are a direct byproduct of the actions you take.

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Twelve week plans are both numbers- and activity-based. They create a strong connection between the actions you take today and the results you want to achieve.

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Vision also provides the motivation to act, but vision without action is just a dream.

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Consistent action on the critical tasks needed to reach your goal is the key to getting what you want in life.

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the day as they are presented, spending whatever time is needed to respond without giving much thought as to the relative value of the activity. This is a reactive approach in which the day is controlling you, and prevents you from performing at your best.

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Have-to's are those things we hate to do but do anyway because we have to. The fact is that there are no have-to's. Everything we do in life is a choice. Even in an environment where there are requirements of you, you still have choice, but there is a big difference when you approach something as a choose-to versus a have-to.

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The truth is you don't control any of these things. The only things you control are your thinking and your actions. But those are enough if (and it's a big if) you are willing to own them.

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At the end of the day, the only accountability that truly exists is self-accountability. The only person who can hold you accountable for anything is you, and to be successful you must develop the mental honesty and courage to own your thinking, actions, and results.

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Learning to do the things you need to do, regardless of how you feel, is a core discipline for success.

Note:5 second rule

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Results are not the attainment of greatness, but simply confirmation of it. You become great long before the results show it.

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life balance is more about intentional imbalance.

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Life balance is achieved when you are purposeful about how and where you spend your time, energy, and effort.

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In a sense, commitment is accountability projected into the future. It is ownership of a future action or result. Building your commitment capacity has a dramatic effect on your personal and business results. The 12 Week Year helps you to build the capacity to follow through on critical commitments and achieve breakthrough results in all areas.

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Time Use: Everything happens in the context of time. If you are not in control of your time, then you are not in control of your results. Using your time with clear intention is a must.

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True success will happen when people bound by a common vision work together for a common outcome. More firestorms may come, but our vision and faith will carry us through.

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If you think that something is impossible—it is.

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The lesson is that if you are implementing change, don't go it alone. Your chances of success are seven times greater if you employ peer support.

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These three simple steps form the basis of your high performance system. The steps are easy to do—and even easier not to do. If you really are serious about your goals, then commit to this weekly routine.

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A plan between your ears is not nearly as effective as a plan on paper.

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Lee Iacocca, former automotive CEO, said that the speed of the leader is the speed of the team.

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Measurement drives the execution process. It is your touchstone with reality.

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Without measurement there is no way for you to know, unequivocally if you are making progress. Without measurement there is no way for you to know what adjustments would be productive. Without measurement it's virtually impossible to hit your goals.

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Your outcomes are driven by your actions.

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Measurement is not accountability; it's simply feedback.

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In fact, what most often keeps you from being exceptional is not a lack of time, but the way you allocate the time that you have.

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The choices that you make on how you spend your time, ultimately create your results in life.

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To become great, you must choose to allocate your time to your greatest opportunities.

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In reality, it is the focused and concentrated application of your strengths that will produce your greatest achievements.

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Personal effectiveness is about your intentionality.

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Strategic blocks are reserved for the critical, high payoff activity, while the buffer blocks are designed to deal with the low-level, busy work.

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Learn to isolate yourself from those distractions when there is important work to be done.

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Even if you travel (like I do) or if your weeks are anything but routine (like mine), you will find that spending five minutes adjusting your time blocks on Monday morning to match your week will probably work for you.

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A victim allows his success to be limited by external circumstances, people, or events.

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In its purest form, accountability is simply taking ownership of one's actions and results. The fact of the matter is that successful people are accountable.

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Accountability is not concerned with fault, but rather what it takes to create better results.

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You cannot achieve a life of significance if you continue to give your power away. Make a decision to never be the victim again. Notice when you are making excuses and settling for mediocrity. Focus on the things you can control.

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As my friend Lou Cassara, author of *From Selling to Serving*, says, if you want something you don't currently have, you need to do something you're not currently doing.

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Thinking Shift Accountability is a massive thinking shift. As we've discussed, our society views accountability as consequences. Accountability is not consequences; it's ownership. It is the realization that even though you don't control the circumstances, you do control how you respond. It is the understanding that the quality of your choices determines the quality of your life. It is the recognition that in any situation you always, always, always have choice. The choices you have in a given situation may not be very attractive, but you still have choices, and that is an important and empowering distinction. How you think about accountability affects everything.

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The only things you control are your thinking and your actions.

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A commitment is a conscious decision to take specific action to create a desired result. Commitments are powerful. In a way, commitment is accountability projected into the future.

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To be consistent with your commitments will require you to align your thinking with a few core beliefs. The first is that it is okay to say no. People would rather you say no than break a promise.

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You'll only find your true limit when you go to fallure, not failure.

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When you value keeping your word, you avoid making promises that you know you cannot or will not keep.

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With your promises to others, know that most people would rather hear you say no than say yes and not deliver.

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There are many great books that dig into the barriers to change; Switch by Chip and Dan Heath, The Power of Habit by Charles Duhigg, Feel the Fear and Do It Anyway by Susan Jeffers, are a few of our favorites.

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In other words, the way you think about your plan, affects your ability to execute! Switch describes two ways to “shrink” change: First, limit the initial investment in time (e.g., spend five minutes cleaning), and second, set progress milestones that are quickly within reach (clean the small bathroom). By doing this, your thinking about the magnitude of your change shifts, and you can get “unstuck,” and begin to act.

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As long as you see the solution to your greatness as being outside of you, you will remain powerless to change.

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The first repeating pattern that happens every 12 weeks, is to set (or reconnect with) your long-term vision. The good news is that you have probably already accomplished this step. If not, I suggest that you go to Chapter 13 and create your vision.