

# Using The 12 Week Year to Effectively Set and Reach Your Goals

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# What is The 12 Week Year?

Goal setting in 12-week chunks instead of annually

# Setting goals

**How to determine what you want your life to look like**

# Setting goals

- Crafting your vision (aspirational vision, 3-year vision)
- Impossible — *What if?* — Possible — *How might I?* — Probable — Given
- Categories (choose your own)
  - Spouse, Family, Health, Spiritual, Social, Financial, Intellectual, Emotional, Life Style
- Wheel of Life at [wheeloflife.noomii.com](http://wheeloflife.noomii.com) or [drewaversa.com/wol](http://drewaversa.com/wol)
- Brainstorming and filtering with [Warren Buffett's 5/25 rule](#)
- Intentional imbalance — focusing on a few key areas of your life to gain new ground

# Identifying tactics

**Specific actions to help you reach your goals**

# Identifying tactics

- Choose which goals you want to focus on in the next 12 weeks
  - 2-3 is ideal but you may want to try more
- Brainstorm all tactics that might help you achieve each goal
  - Tactics are the daily/weekly to-do's that drive the attainment of goals
  - Start with a verb, complete sentences; be specific, measurable, positive
  - Then, filter the list
  - Throw away all but the critical few that most support your success
- Break tactics down into small chunks for easy wins

# Making a plan

**Increase your odds of success by creating a written plan**

# Making a plan

- With your goals and tactics ready, create your plan
- A written plan reduces mistakes, saves time and provides focus
- “A good plan today is better than a perfect plan tomorrow.”
- Google doc, Google sheet, ClickUp, etc.
- What are you going to do and when?
- Tactics that happen once, each week or each day
- Assigning due dates



# Executing the plan

**Making time to tackle the important tasks**

# Executing the plan

- Time-blocking — strategic blocks, buffer blocks, breakout blocks
- Make time for yourself first
  - Early in the month, early in the week, early in the day
- Add tasks to your calendar / integrate with your existing systems
- Keep your plan close and review it often
- Plan each week and be intentional
- Trial and error

**“The difference between greatness and mediocrity on a daily and weekly basis is slim, yet the difference in results down the road is tremendous.”**

# Scoring your progress

Measuring the execution of your tactics

# Scoring your progress

- Measurement provides important feedback that allows you to make intelligent decisions
- Manual vs. automatic calculations
- Scoring daily tactics, weekly tactics
  - Done/not done OR some progress made
  - What happens if you don't complete a task
- Don't overthink this part!
- Strive for a score of 85% each week

# Staying accountable

**Accountability = ownership**

# Staying accountable

- A commitment is a personal promise; act on commitments, not feelings
- Assigning tactics to yourself with due dates
- Share your progress and scores with friends, a group or on social media
- Brainstorm how you hold yourself accountable in other areas of your life — what works for you?
- Approaching tactics and goals as a *choose to* vs. a *have to*

**“If you want something you don’t currently have, you need to do something you’re not currently doing.”**



# Common pitfalls

**Because sometimes life goes off the rails**

# Common pitfalls

- You didn't prioritize yourself
- You have too many goals and tactics
- You aren't scoring OR you're giving up when you don't score well
- You aren't being accountable to yourself
- You don't believe in the goals or tactics you chose
- You don't believe in yourself
- You're making excuses

# Questions?

**Ask me anything**

# Thank you!

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