

The 12 Week Year

Battle Complex Lesson 10

THE CHALLENGE

“If we did the things we are capable of doing, we would literally astound ourselves.” —Thomas Edison

“Most of us have two lives: the lives we live and the lives we are capable of living.” —Steve Pressfield, The War of Art.

Becoming the Optimal Me - This is me taking serious everything that I am creatively gifted to be, and maximizing my efforts to answer to these gifts with answers of action.

Everything in me is significant and valuable and deserves my urgent time and consistent commitment to make the time every day to accomplish those tasks that are waiting to be fulfilled.

Don't Settle - Give myself my best and don't settle for less from myself; be my greatest disciplinarian, holding myself to the highest standards possible.

Don't lower the bar to accommodate any behavior that is antithetical to the core of my innate values.

Don't Procrastinate - Stop putting everything for today on the next day; procrastination is a form of laziness, lack of urgency, and a carelessness in the handling of time. I don't have another day, I only have today.

Don't Doubt - Other than our faith in God, there should be no other existing thing that we should believe in above or beyond ourself.

The only way for us to doubt ourself, we would have to convince ourself against everything that we are knowledgeable of, including everything that we personally know how to do.

"I'm my Best Me, my Confident Me, my Healthy Me."

Success is not complicated but that doesn't mean that it's easy!!

An idea is only as good as the implementation of the idea.

Effective Execution- The consistency in doing that which you have imagined; execution is the path to your desire.

Effective Execution- happens daily and weekly, not monthly, quarterly or annually!!

“Low value activity and assertion, will keep you stuck assuredly.” —Carlos L. Malone, Sr.

**“It’s what you learn after knowing it all that counts.”
—John Wooden**

The Principle of Annualized Thinking

- **Annual goals and plans are often a barrier to high performance.**
- **Life is lived in the moment as does success.**
- **Annualized Thinking is a trap to high performance.**

- **You have too much stuff that's not right with your performance today, for you to be deferring anything on to tomorrow.**

GET RID OF ANNUALIZED THINKING!!

- **Deadlines are motivational tactics.**
- **It's the deadline that creates the urgency.**
- **"Any goal that doesn't have a deadline is in line to become a dead or delayed goal."**

***"Do not allow yourself to have built in excuses that harbor a hidden option for delay."**—Carlos L. Malone, Sr.*

THE PRINCIPLE OF PERIODIZATION:

Periodization is the principle of focus, concentration and overload.

It's what you see in athletic training. It's a regimen that concentrates on one skill at a time for a limited period, usually 4-6 weeks. After each 4-6 week's training the athlete moves to the next skill in sequence. By

functioning this way, capacity in each skill is maximized.

“We are in reality, what we do repeatedly.” — Carlos L. Malone, Sr.

- **The 12 week year defines what is important for you to do today so that your long term objectives can be attained.**
- **Changing the way you think and act changes every outcome of your performance execution.**
- **Your actions are the manifestations of your underlying thinking.**
- **Ultimately, it is your thinking that drives your results.**
- **It's your thinking that creates your experiences in life.**

Results

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Action

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Thinking

- **When you focus on changing your actions, you experience incremental improvements; however, when your thinking shifts—everything changes.**
- **Your actions naturally realign with your new thought patterns. This how breakthroughs are created.**
- **Breakthrough results don't start with your actions, they are first created in your thinking.**
- **Clarity is created in regard to what is important, and a sense of urgency to do what is necessary is embraced day to day, not week to week.**
- **Furthermore, it addresses harvesting today's opportunities and also planting the essential seeds necessary to ensure continued success.**

12 WEEKS EQUALS A YEAR

With this new way of thinking in play, a year is no longer 12 months, it's now only 12 weeks. There are no longer four periods in a year; that's old thinking. Now there is just a 12 Week Year, followed by the next 12 Weeks Year. Each 12 week period stands on its own—it becomes your year.

- **With this implicated mode of thinking there will be excitement, energy and focus that usually happens in December, now it happens continuously.**
- **The year- end push to hit your goals, now happens not once every 12 months but all of the time.**
- **People behave differently in November and December because they know that come December 31, they will measure their success and failure.**
- **The good thing about having a 12 Week Year is that the deadline is always near enough to create an urgency that will cause you to never lose sight of it.**
- **It creates a time horizon that is long enough to create a consistent urgency and a bias for action. It's**

human nature that we behave differently when a deadline approaches.

- **We will procrastinate less, we reduce or eliminate avoidance activity, and we focus more on the things that matter.**
- **It also forces us to confront our lack of execution. After all, how many bad weeks can you have in a 12 Week Year and still have a great year.**
- **Since we can't afford to have more than one or two bad weeks, every day of the week automatically becomes more important.**
- **The 12 Week Year narrows our focus to the week and, more to the point, and the day, which is where execution occurs.**

Effective Execution- does not happen monthly, quarterly or semi-annually; it happens daily and ultimately moment by moment.

- **It brings that reality front and center. In addition, we now experience the anticipation of a new year**

every 12 weeks. Every 12 weeks we get a fresh new start, a new year.

- **Now we will have quarterly new year celebrations. So now if you've had a tough 12 week year, you can just shake it off, regroup, and start again.**

Now every 12 weeks we take a break, celebrate, and reload. It might be a three-day weekend or a week long vacation; the important thing is that we take timeout, reflect, regroup, and reenergize.

- **The 12 Week Year presents a minimum of four times as many opportunities to recognize and celebrate our progress and accomplishments.**

THE EMOTIONAL CONNECTION

- **To execute successfully, it is essential for everyone to have a strong emotional stake in the outcome.**
- **Without a compelling reason, to choose otherwise, most people will take comfortable actions over uncomfortable ones.**

- **The issue is that the important actions are usually the uncomfortable ones.**

I taught you this in the message of the journey to the promise land. It is the sacrifice of your comfort that is critical to our success to be great and achieve what is actually capable for us to execute.

- **Success is not easy or effortless. The secret to living your life at its fullest potential is to value the stuff that's above your own comforts.**
- **With that being said, the critical first step to executing well is; creating and maintaining a compelling vision of the future that you want, even more than you desire your own short term comfort, and then aligning your shorter term goals, and plans with that long term vision.**

If you do not have a spiritual, physical, health, business, financial and relationship vision or goal for your life, you're already stuck instead of stalled, trapped instead of tripped, and lost instead of living.

Personal desires and achievements:

- What legacy do you want to create?
- What do you want for yourself and for your family?
- What do you want spiritually?
- What level of security do you seek?
- What level of income and achievement do you want from your career?
- What interests do you wish that you could pursue?
- What do you really want to do with the time that you have been allotted?

If we don't have personal desires, corporate vision and desires become almost impossible, so you have to want something in order for you to convince others to achieve corporate and personal goals and visions.

We are in a new season of reclaiming and that not only involve the Kingdom mandates from God but our our own personal mandates. Seeking God's kingdom first puts everything in a prioritized structure.

So in order to help others become true and faithful disciples, we must become faithful and true disciples.

So let's reclaim, reframe and revive ourselves to move into this new season together.