



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success for the Athletic-Minded Man Podcast

Action Plan Episode #499

Brian Moran

If you had only 12 weeks to hit your biggest goal, what would you do differently?

You don't need another year to change your life— you need a better plan. The 12 Week Year can get you there in a fraction of the time.

Meet Brian Moran, the mastermind behind The 12 Week Year, a goal-setting framework that's helped business leaders, entrepreneurs, and top performers achieve in 12 weeks what most people can't accomplish in 12 months. Instead of waiting for "someday," Brian teaches how to compress time, create urgency, and execute like never before.

As a New York Times bestselling author, executive, entrepreneur, and coach, Brian's unique background— blending corporate leadership with hands-on business experience— has made him a recognized authority in high-performance execution. His 12 Week Year program is ranked as the #1 training system in the world, and he's worked with powerhouse clients like Allstate, Prudential, and Tiffany & Co.

In this episode of "Success for the Athletic-Minded Man" podcast, Brian exposes why traditional goal-setting fuels procrastination, the simple mindset shift that separates high achievers from everyone else, and the exact steps you need to take TODAY to start seeing real results.

If you're tired of chasing every productivity hack that doesn't actually work and watching another year slip away, this is episode is a must-listen. It's time to ditch the overwhelm and start making real progress. Tune in now!

Top Quotes From This Episode

"If you're going to create a better result in any area of your life, there's some discomfort in that. There's some uncertainty. There's some anxiety. There has to be something in the future that's pulling you forward."

"If you're not intentional about how you're using your time, what you're saying 'yes' and 'no' to, then you're not in control of your results."

Show Notes

This episode touches on the following key topics and ideas:

- **The Origins of the 12 Week Year (2:19):** The concept was born out of 2 things, (1) when Brian and his wife decided that they're not willing to wait to live the life they want to live after their bout with cancer and (2) the influence of the athletic training principle of periodization.
- **The Difference Between the 12 Week Year and Quarterly Planning (4:18):** Unlike quarterly planning, which treats the quarter as part of a larger year, the 12-Week Year treats 12 weeks as the entire year. But this isn't about cramming a year's worth of work into 12 weeks. It's about prioritization and focusing on fewer, high-impact activities that move the needle the most.
- **The Five Disciplines of the 12 Week Year (6:58):**
 - **Vision (13:31):** Success starts with a clear vision of what you want your life to look like.
 - **Planning (15:02):** The 12-Week Year emphasizes tactical, execution-based planning. A good plan is granular, listing specific actions rather than broad objectives.
 - **Process Control (15:33):** Tools and events that help you work the plan, even when you don't feel like it. Weekly planning and peer support are crucial elements.
 - **Scorekeeping (19:22):** Measurement drives the process. Tracking execution (not just outcomes) ensures you stay on course.
 - **Time Use (24:49):** Using time effectively means saying "yes" to the right things and "no" to distractions.
- **Who Succeeds with the 12 Week Year? (26:20):** The people who thrive with the 12 Week Year are those who commit to applying all five disciplines rather than picking and choosing.

- **Applying the 12 Week Year in Tough Times (28:34):** Brian shares how he applied the 12-Week Year to turn his business around after losing everything in the 2009 financial crisis. By focusing on short-term execution, he rebuilt his business and exceeded his previous income within 18 months.
- **What's an action item the listener can take in the next 24-48 hours? (31:00):** Visit 12weekyear.com/gettingstarted for the in-depth 12-Week Year Getting Started Course.

List of Resources Mentioned in the Episode

["The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months"](#) by Brian Moran

["The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change"](#) by Stephen Covey

["Leadership Lessons of a Rock Climber"](#) by Jim Collins

Guest Website and Social

Brian Moran

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12weekyear.com

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