



MDRT The Premier Association of
Financial Professionals®

MDRT Minute

12 Weeks to Breakthrough

Periodization is a focused 12-week training regimen designed to increase an athlete's capacity in a particular skill so they can achieve breakthrough results. We have adapted this concept to fit a business environment that focuses on the critical factors that drive production and life balance.

Disciplines of Effective Execution

Vision. Business is just part of life, and it is the life vision that gives traction and relevance to the business. What do you want your life to look like three years from now, and what does your business need to look like in order to align and enable your personal vision?

Planning. Planning allows you to discover the best approach to achieving your track. You make your mistakes on paper, which reduces miscues during implementation. Your plan continually brings you back to the strategically important items.

Process Control. Process control is a series of tools and events that keep you on plan. They ensure that the strategically important activities get done. They include Weekly Accounting Meetings, Daily Huddles, Monthly Updates, a Period Theme, Period Celebrations, and a Weekly Plan and Scorecard.

Scorekeeping. Effective measurement uses comprehensive feedback for informed decision making. Lead indicators inform you and your team as to what works and what doesn't, which allows you to adjust your actions each week to better align with your vision and plan objective.

Time Use. Everything happens in the context of time. If you are not in control of how you spend your time then you are not in control of your results.

Principles of Periodization

Accountability. Accountability is a character trait, a willingness to own your actions and results regardless of the circumstances. The ultimate aim of accountability is to continually ask: "what more can I do to get the result?" Understanding accountability lets you move from resistance to empowerment, from limits to possibilities, and from mediocrity to greatness.

Commitment. A commitment is a personal promise that you make with yourself. When you're committed to something, you accept no excuses, only results.

Greatness in the Moment. Greatness is achieved when an individual chooses to do the things necessary to be great and continues to choose to do those things each moment.

These three principles and five disciplines form the foundation of personal and professional success. With Periodization, you learn to apply them in the context of a 12-week year. You will find yourself working with greater focus and energy on the things that matter most. Your production will increase significantly, and your personal life will improve as well.

Brian P. Moran is founder and president of Strategic Breakthroughs and is a leading expert on execution and implementation. He has more than 20 years of experience as a corporate executive, entrepreneur, coach and speaker. His entire 2006 MDRT Annual Meeting presentation by the same title is available from the MDRT Power Center (www.mdrtpowercenter.org).