

12 Month Battle Plan



Q1

FOCUS:	JANUARY	FEBRUARY	MARCH

Q2

FOCUS:	APRIL	MAY	JUNE

Q3

FOCUS:	JULY	AUGUST	SEPTEMBER

Q4

FOCUS:	OCTOBER	NOVEMBER	DECEMBER

“Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.” – Sun Tzu

12 Month Battle Plan

HOW TO BUILD A POWERFUL 12-MONTH BATTLE PLAN:

- 1. CHOOSE YOUR YEARLY THEME:** Focus on one key objective for the year, such as team building, profit growth, lead generation, or adding recurring revenue.
- 2. VISUALIZE DECEMBER 31ST SUCCESS:** Ask yourself, *"If this is December 31st, looking back, what would have to happen personally and professionally for this year to be successful, productive, and fulfilling?"*
- 3. SET PRIORITIES WITH PRECISION:**
 - » Identify **7 to 12 major goals** for the year (no more than 20; too many means no clear priorities).
 - » Avoid overcommitting and focus on what truly matters.
- 4. QUARTERLY FOCUS:**
 - » Distribute the 7-12 major goals across Q1, Q2, Q3, and Q4 for clarity and focus.
 - » Ensure each quarter has actionable and achievable objectives.
- 5. BREAK DOWN MONTHLY ACTION STEPS:**
 - » Outline specific monthly tasks to stay on track with quarterly goals.
 - » Monitor progress regularly to adjust plans or build momentum if ahead of schedule.
- 6. COURSE-CORRECT PROACTIVELY:**
 - » If you're off track, identify and resolve the issue within the quarter.
 - » Finish tasks early to gain extra time for upcoming objectives.
- 7. TEAM COLLABORATION:**
 - » Share your completed Battle Plan with your team and get their feedback and buy-in.
 - » Collaborative alignment ensures accountability and shared ownership.
- 8. VISIBILITY FOR CONSISTENCY:**
 - » Print your Battle Plan and place it somewhere visible in your workspace.
 - » Regular visibility serves as a constant reminder to stay focused and on target.

START YOUR YEAR WITH CLARITY AND A STRATEGIC PLAN TO ENSURE VICTORY IN EVERY QUARTER!