

[Visit APSHO.org](#) [Contact Us](#) [Terms and Conditions](#) [Help/FAQs](#)



Advanced Practitioner
Society for Hematology
and Oncology

Open Forum

⚙ Settings

[Participate](#) / [Blogs](#) / [Blog Viewer](#)

Community Home	Discussion 1.2K	Library 37	Blogs 9	Events 1	Members 5K
--------------------------------	---------------------------------	----------------------------	-------------------------	--------------------------	----------------------------

Book Report: How "The 12-Week Year" Can Help You Achieve Your Goals



By [Amanda Brink](#) posted 15 days ago

0 Recommend

Mark as Inappropriate

Book Report: How "The 12-Week Year" Can Help You Achieve Your Goals

Amanda Brink, DNP, APRN, FNP-BC, AOCNP

If your current position is anything like the ones I've held throughout my career, you're likely familiar with the annual review process. During this process, individuals typically set one or two goals. At the end of the year, they review their attainment of these goals with management. The achievement of these goals is often tied to the possibility of receiving a raise. If you're anything like me, you set these goals with the best of intentions at the beginning of the year. However, as time progresses, I tend to forget the details of my goal or even the goal itself. Consequently, when the review process arrives, I'm either pleasantly surprised that I somehow managed to achieve my goals despite my forgetfulness, or I'm scrambling to piece together any evidence that may create the illusion of goal attainment.

If you can relate to these experiences, allow me to introduce you to "The 12-Week Year" by Brian Moran and Michael Lennington—a book that offers valuable insights into an alternative approach to achieving goals.

In this book, the authors redefine a year as 12 weeks instead of 12 months. This redefinition aims to infuse a sense of urgency into your goals. When you set a goal on January 1st, such as being published in a major journal or speaking at a conference, December 31st may feel distant, creating the illusion of ample time to achieve your goals. However, if you set a similar goal with a deadline of March 31st, you are more likely to take immediate action, such as starting writing or looking into potential conference opportunities today.

Of course, some goals require more time to achieve than others. While you may be able to submit an article to a journal in 12 weeks, it may not be feasible to complete the entire review process and have it published within that timeframe. And that is ok! The goal of the 12-week year is not to set unattainable goals every 12 weeks. Rather, it's a framework to set specific, measurable goals that can be achieved in this timeframe. The best part is, every 12 weeks, you have a chance to start fresh: a new year of

possibilities. If life got in the way and you were unable to achieve your goals from the last 12 weeks, you have a new opportunity to begin again. Conversely, if you quickly and effortlessly accomplished your goals, you can build upon them in the next 12-week year. Also, just as the end of the annual year comes with reasons to celebrate, consider indulging in self-care, such as taking a long weekend trip, to transition to a new 12-week year.

This book delves much deeper into the concept of the 12-week year that I've briefly outlined here. If you find the concept intriguing, I encourage you to find copy. I was able to access a free electronic version through my hospital library. While it may not be feasible to formally change your company's review process to the 12-week year, you can apply this tool independently in both your professional and personal lives. Happy goal setting!

Reference:

Moran, B. P., & Lenington, M. (2013). *The 12 week year: Get more done in 12 weeks than others do in 12 months*. John Wiley & Sons.

1 comment

9 views

Following 

Permalink

<https://community.apsho.org/blogs/amanda-brink/2023/08/09/book-report-how-the-12-week-year-can-help-yc>

Comments

Add

Rachel Eiring

14 days ago



Thanks for sharing this. It's an intriguing concept. I look forward to learning more.



Advanced Practitioner
Society for Hematology
and Oncology



Contact Us

140 Terry Dr., Suite 103
Newtown, PA
18940

Phone
609-832-3000

Membership

Join
Benefits
Learn More

Privacy & Terms

About Us
Terms of Use

Site powered by Higher Logic.

Copyright 2020. All rights reserved.

Site Design by eConverse Media.