



Welcome to The 12 Week Year!

Thank you for your interest in Brian Moran, *New York Times* best-selling author and president and founder of *The 12 Week Year*. Brian has over thirty years of expertise as a corporate executive, entrepreneur, consultant and coach.

Brian is a recognized expert in the field of leadership and execution. His realization that most people don't lack ideas, but struggle with effective implementation, led him to the development of *The 12 Week Year*TM. In addition to his books, Brian has been published in many of the leading business journals and magazines. He is a sought after speaker, educating and inspiring thousands each year.

These glowing testimonials say it all:

“Brian literally revolutionized my approach to sales and the methodology behind measuring results. His program is unparalleled in the way it transforms your practice, simply with a profound shift in the fundamental focus and driver behind the goals and objectives of your office. Hire him...the investment I made is still producing great returns!” - *Tom W.*

“Since implementing *The 12 Week Year* I've nearly doubled my production – in just 7 weeks.” - *Bill M.*

“I want to express my sincere appreciation for your inspiring presentation to our sales management team in Las Vegas. Your knowledge of the subject, coupled with your engaging presentation style, made for a great meeting. The team is excited and motivated to apply your concepts in our business and everyday lives.” - *Medtronic*

Below are the presentations offered to help you decide which one best fits your group.

Keynote:

The 1 hour Keynote will provide your group with the understanding of what it takes to perform at their best each and every day. They will learn about the power of *The 12 Week Year*, the 5 success disciplines and 3 high performance accelerators and how to end the cycle of production peaks and valleys. Brian gives them 5 things to do that day to begin to prioritize they're business and exceed their goals.

Half Day:

The 3-4 hour Half Day training establishes the foundation that is covered in the Keynote and takes it further by taking your group through the paces. Brian helps them establish 12 week goals, and build their first 12 week plan. Helping them apply the Weekly Routine to ensure they execute their plan.

1 Day:

The full day training covers everything in the Half Day and in addition allows for deeper discussion and grounding. The extra time also allows for Brian to work with your team to create a compelling vision, build your 12 Week Year plan, do mind mapping exercises, discuss effective time use, process control and scorekeeping. Brian also introduces the online tool 'Achieve!.'

I'm available to answer any questions you have or to schedule a personal call with Brian to talk further. For more in-depth information, check out his website at: www.brianpmoran.com.

Live Intentionally!

Judy Moran
Client Relations Manager
The 12 Week Year

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BRIAN P. MORAN

“YOU HAVE EVERYTHING YOU NEED TO BE GREAT - RIGHT NOW!”

MEET BRIAN MORAN

Brian Moran, *New York Times* best-selling author, president and founder of *The 12 Week Year*, has over thirty years of expertise as a corporate executive, entrepreneur, consultant and coach. His background as a corporate executive combined with his experience as an entrepreneur positions him with a unique skill set to help individuals and organizations grow and prosper.

Brian's corporate experience includes management and executive positions with UPS, PepsiCo, and Northern Automotive. As an entrepreneur he has personally launched and led successful businesses and been instrumental in the success of many others. In addition, he has consulted for dozens of world-class companies including Coldwell Banker, Mass Mutual, Medtronic, New York Life, and Tiffany & Co.

Brian is a recognized expert in the field of leadership and execution. His realization that most people don't lack ideas but struggle with effective implementation led him to the development of *The 12 Week Year*[™]. Brian has been published in many of the leading business journals and magazines and is a *New York Times* bestselling author. He is a sought after speaker, educating and inspiring thousands each year.



“I have just heard your presentation to Million Dollar Round Table and think it is the greatest I have heard from MDRT in the last 30 years, thank you!” **Tom Killoran**

PARTIAL CLIENT LIST

- ALLSTATE
- ALLSTATE CANADA
- AXA ADVISORS
- COLDWELL BANKER
- FARM BUREAU
- FLAMAN GROUP - CANADA
- INGHAM FOUNDATION
- JACKSON NATONAL
- MASSMUTUAL
- MEDTRONIC
- MERITAGE HOMES
- METLIFE
- MILLION DOLLAR ROUND TABLE
- NATIONWIDE
- NEW YORK LIFE
- NORTHWESTERN MUTUAL
- PENN MUTUAL
- PRINCIPAL GROUP
- PRUDENTIAL
- STATE FARM
- SUSAN G. KOMEN FOUNDATION

“GREAT IDEAS ARE WORTHLESS UNLESS THEY ARE IMPLEMENTED”



*Have New York Times
Bestselling Author
Brian Moran
speak to your team!*

*Give Brian Moran 60 minutes
and he'll have your team achieving
more in the next 12 weeks than most
will in the next 12 months.*

You spend time, energy, effort and money providing your team with techniques and ideas, now **give them what they really need – a system to execute.**

Great ideas are not enough. The marketplace only rewards those ideas that get implemented. Brian will show your team what it takes to execute at a high level and **achieve their goals and aspirations in just 12 short weeks.** Brian's engaging and interactive sessions range from a 1 hour Keynote to a one day workshop, and offer fresh insight into what it takes to achieve greatness.

“You were wonderful! Our group is still talking about your powerful ideas.” - CPCU Society

“Your presentation couldn't have been better. It was not only enlightening, but delivered in a quick and workable fashion.” - National Association of Insurance Women

“I have just heard your presentation to Million Dollar Round Table and think it is the greatest I have heard from MDRT in the last 30 years, thank you!” – T. Killoran

“Since hearing you speak I've nearly doubled my production – in just 7 weeks!” - B. McDonald