THROUGHWISE

FREE · THE 12-WEEK PLAN KIT

You made the vision board. *Now make the plan.*

A step-by-step kit for turning what you want this year into 12 weeks of action you'll actually follow. Set aside about 45 minutes.

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How to use it

1. Read pages 2 and 3. Maria's example shows the whole method in one page.
2. Print the worksheets. Print Worksheet 2 once for each commitment.
3. Fill in Worksheets 1 through 3 in one sitting.
4. Pick a Monday to start. Keep Worksheets 3 and 5 where you'll see them every week.

> *"When I launched The Rookie's Cookies back in 2019, I honestly thought I needed more motivation. But I've learned that motivation comes and goes. What really mattered was having a plan I could actually follow and a few people in my corner who believed in me and kept me moving."*
>
> **Jen**, Throughwise co-founder · founder of The Rookie's Cookies

WHY THIS WORKS

Wanting it was never the hard part. *Here's what's missing.*

THE GAP		WHAT FIXES IT
A vision with no plan *stays a wish.*	→	**Commitments + measures**
A plan with no weekly action *stays on paper.*	→	**Weekly to-dos**
Action with no one asking *stays optional.*	→	**Your Personal Board**

The method: from your vision to what you do this week

Vision	Where you're headed this year, and what you want different in the next 12 weeks.	*A clear vision gives direction.*
Commitments	Up to three promises to yourself that move you toward your vision.	*Commitments create focus.*
Measures	Numbers you can check, so you know you're keeping each promise.	*Measures track progress.*
Weekly to-dos	Small actions you can finish this week. They change; the measure doesn't.	*Weekly to-dos make it real.*
Personal Board	Underneath it all: one to three people who check in and keep you honest.	

Why 12 weeks, not a month or a year

A month
Too short. Not enough time to build anything real.

12 weeks
Long enough to matter. Short enough to feel urgent. Each week is about 8% of your quarter.

A year
Too far away. Easy to say "I'll start next month."



★ **Week 6, halfway check:** keep, adjust, or swap a commitment. ★ **Week 12, Board meeting:** what worked, and what's next quarter.
• **Every two weeks, Personal Board check-in:** someone is always asking how it's going. With Nora, your Board gets the update automatically.

Start on a Monday. Monday, January 4, 2027 is the first Monday of the new year, a natural start for a fresh quarter. Any Monday works.

EXAMPLE

Maria's quarter, *start to finish*

Maria owns a bookkeeping practice. Here's the whole method applied to one complete plan.

Vision for the year
A business that pays me well without swallowing my evenings and weekends.

So in the next 12 weeks, I want this to be different…
I want to stop working nights, and stop undercharging for my work.

COMMITMENT 1 · A HABIT

Get my evenings back.

Why it matters: My kids are 9 and 12. I'm missing the years they still want me around.

Measure
Done working by 6 p.m. at least 3 nights a week.

Weekly to-dos

PLANNED AT THE START

WEEK 1 · BUILD	Turn off email notifications after 6 p.m.
WEEK 1 · BUILD	Tell my two biggest clients my new hours.
WEEKS 2–12 · RUN	Every Sunday, pick my 3 early nights.

ADDED DURING THE QUARTER

WEEK 6 · FIX	Stop booking client calls after 4 p.m. *Added after week 5 slipped. See below.*

COMMITMENT 2 · A SHORT SEQUENCE

Charge what I'm worth.

Why it matters: I'm working more hours than I did two years ago for the same income.

Measure
Every new client signs at the new rate.

Weekly to-dos

WEEKS 1–2	Write the new rate sheet.
WEEKS 3–4	Put it in place.
WEEKS 5–12	Quote the new rate on every new call.

Two strong commitments beat three weak ones. Maria left the third blank.

Her Personal Board

Renee, a friend who runs her own business.
Best way to reach her: text.

Mark, her husband.
Best way to reach him: in person.

Check-ins: every other Sunday, a call with Renee and a sit-down with Mark.

The agreement: "I'll share the truth, including the bad weeks. You'll ask, not judge."

When week 5 slipped

W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
✓	✓	–	✓	×							

✓ on track · – at risk · × off track

Renee asked the four questions from Worksheet 3:

1. What got in the way?
Client calls ran past 6, twice.

2. Time, clarity, or energy?
Time. I booked them too late in the day.

3. One change for next week?
Stop booking client calls after 4 p.m.

4. What do you need from me?
Ask me next check-in if I held the line.

Her answer to question 3, "One change for next week," became week 6's to-do. The × wasn't failure. It was information, and it turned into a better plan.

Vision → *Commitments*

Start with the big picture, then name the few promises that move you toward it.

Date: _____

Vision

Your vision board is where you're headed. The next 12 weeks are the first leg.

This year, the life I'm building looks like…

One line. Think about your business, your personal life, your finances, and your faith.

So in the next 12 weeks, I want this to be different…

Stuck? Ask: if nothing changes in 12 weeks, what will frustrate me most? Stretch, but start where you are.

Up to three.
More than three, and none of them get done.

Tangible, not vague.
“Get my evenings back,” not “Be less busy.”

Write why it matters.
It's what carries you through week 3.

Commitment 1

A promise to yourself that moves you toward your vision.

Why this matters to me:

Commitment 2

A promise to yourself that moves you toward your vision.

Why this matters to me:

Commitment 3 optional

Two strong commitments beat three weak ones.

Why this matters to me:

Next: fill in one Worksheet 2 for each commitment, then choose your Personal Board on Worksheet 3.

With Nora: tell her one honest sentence and she drafts your commitments, measures and this week's to-dos in about 10 minutes. You review and approve everything.

Measures → *Weekly to-dos*

Commitment # _____

Break one commitment into numbers you can check, then the actions you'll take this week.

Week of: _____

Commitment

Copy one commitment from Worksheet 1.

Measure 1

A number you can check that shows you're keeping this commitment.

To-do this week

An action that moves this measure.

To-do this week

An action that moves this measure.

Measure 2 optional

Only if you need it. Need a third? Use the margin.

To-do this week

An action that moves this measure.

To-do this week

An action that moves this measure.

How a measure becomes to-dos

You need both. The **measure** is the number you check for all 12 weeks. The **to-dos** are this week's actions that move that number, usually one or two per measure.

MEASURE · stays for 12 weeks
Done working by 6 p.m., 3 nights a week

→

THIS WEEK'S TO-DOS · change weekly
Turn off email after 6 p.m.
Tell my top clients my new hours

Is it a real measure? At check-in, can you honestly say "yes, I hit it"? If you can't tell, it isn't a measure yet.

Is it a real to-do? Small enough to finish in 7 days: "Write the rate sheet," not "Fix my pricing." Two finished to-dos beat six half-started ones.

Build weeks

Set it up. Most to-dos land here.

Run weeks

The habit is working. Mostly just track the measure.

Fix weeks

After a slip. The fix from Worksheet 3 becomes your to-do.

Every week: log your to-dos on Worksheet 5, then mark this commitment ✓, –, or ✗ on Worksheet 3, based on its measure.

With Nora: she drafts your measures and this week's to-dos, then writes you a short note every week on what's working and the one thing to focus on next.

Personal Board → *Check-ins*

Choose who you'll answer to, how you'll check in, and how you'll get back on track.

Date: _____

My Personal Board

One to three people who'll ask honest questions, not just cheer you on. A plan you keep to yourself is optional.

	NAME	RELATIONSHIP	BEST WAY TO REACH THEM
1			
2			
3			

We check in every: ☐ week ☐ 2 weeks Day: _____ How: ☐ in person ☐ call ☐ text

Pick someone who… will ask honest questions, you'd tell about a bad week, and will show up on schedule.

Skip someone who… only cheers, you'd hide a bad week from, or would take over your plan.

Say the agreement out loud: "I'll share the truth, including the bad weeks. You'll ask, not judge." Then text them today.

12-week status

At each check-in, mark every commitment: ✓ on track · – at risk · ✕ off track

	W1	W2	W3	W4	W5	W6 ★	W7	W8	W9	W10	W11	W12 ★
Commitment 1												
Commitment 2												
Commitment 3												

★ Week 6, halfway check: keep, adjust, or swap a commitment. ★ Week 12, Board meeting: what worked, and what's next quarter.

When a commitment slips

Someone on your Board asks; you answer honestly. Find the cause, not the blame.

1. What got in the way?

2. Was it time, clarity, or energy?

3. What's one change for next week?

4. What do you need from me?

Your answer to question 3 becomes next week's to-do on Worksheet 5.

Question 2, decoded: Time → make room. **Clarity** → find a smaller next step. **Energy** → change when or how you do it.

With Nora: your Board gets a 30-second update every two weeks on the goals you choose to share, never your notes. When something slips, Nora works through these questions with you privately first.

12-week *roadmap*

Use this for bigger commitments: more steps than you can count on one hand, or anything with a lead time. Just a few steps? Put them on the Worksheet 5 tracker.

Commitment # _____

Commitment and measure

Copy them from Worksheets 1 and 2. Example: "Self-publish my book" · "Book live on Amazon by week 12."

Commitment:

Measure:

Milestones

Where do you need to be at each point to finish on time?

By week 4
First third done

By week 8
Ready for the final push

By week 12
Finished. Your measure is met.

Week by week

One main step per week. Detail the next 2–3 weeks; pencil in the rest.

W1
W2
W3
W4
W5
W6
W7
W8
W9
W10
W11
W12

Set three milestones.
Where you need to be by weeks 4, 8, and 12.

Detail only the next 2–3 weeks.
Pencil in the rest. It will change.

Start anything with lead time first.
Book the editor in week 1, not week 3.

Each week, add that week's step to Worksheet 5 as a to-do. When something slips, move the later steps, not the deadline, unless your week 6 halfway check says otherwise.

With Nora: when a step slips, she asks what got in the way and helps you adjust the plan. She never removes a goal without asking you.

Weekly *to-do tracker*

Ten minutes a week, on your own. Pick a time for your weekly review, like Sunday at 7 p.m. Set it as a repeating event in your phone's calendar so it shows up every week without you having to remember.

Weekly review: _____ at _____

Quarter starts: _____

• planned ✓ done – partly done ✗ not done Carry it: put a • in next week. Drop it: cross out the to-do.

Example: Maria at the start of week 6. Week 6 is under way, so its to-dos still show •. She missed "Raise rates for existing clients" in week 3, then crossed it out because her measure covers new clients only.

To-do	C #	W1	W2	W3	W4	W5	W6 ★
Turn off email notifications after 6 p.m.	1	✓					
Tell my two biggest clients my new hours	1	✗	✓				
Every Sunday, pick my 3 early nights	1		✓	✓	✓	✓	•
Write the new rate sheet	2	–	✓				
~~Raise rates for existing clients~~	2			✗			
Stop booking client calls after 4 p.m.	1						•

To-do	C #	W1	W2	W3	W4	W5	W6 ★	W7	W8	W9	W10	W11	W12 ★

Your weekly review

1. In this week's column, mark each to-do ✓, –, or ✗.
2. Carry it with a • next week, or cross it out.
3. Add new to-dos with a • in next week's column. No rewriting.
4. On Worksheet 3, mark each commitment by its measure.

With Nora: check in from your email or phone in about two minutes. On track, at risk, or off track is calculated from your numbers, never guessed.

RATHER NOT TRACK IT ON PAPER?

The plan is the easy part. *Nora carries the next 12 weeks.*

Most plans don't fail in week 1. They fail quietly around week 5, when nobody's asking. This kit gives you the plan. Throughwise helps you follow it. Nora checks in with you every week, helps you adjust when something slips, and keeps your Personal Board updated, so your plan doesn't depend on willpower or memory.

ON PAPER	WITH NORA
Work through Worksheets 1 and 2 on your own.	Tell Nora one sentence. She asks about the time and energy you really have, then drafts your commitments, measures and this week's to-dos. About 10 minutes, and you review and approve everything.
Remember your weekly review.	A two-minute check-in from your email or phone, and a short note from Nora each week.
Work out a slip by yourself.	Nora asks what got in the way and helps you find a fix, privately, before anything changes. No lecture, no guilt.
Text your Board and hope they reply.	Your Board gets a 30-second update every two weeks on the goals you choose to share. No app, account or cost for them.
Run your own week 12 review.	A Board meeting: your scorecard, Nora's review, your reflection, and next quarter's plan.

Build your plan free at *throughwise.com*

Bring this kit with you. Whatever you wrote here is where your plan starts.

- Start your quarter January 4, or any Monday you choose
- Three free weeks, counted from your first week
- No card to start
- The first 100 people to build a plan lock in $39 a quarter (standard $69)

Nora is an AI chief of staff. You stay in charge: nothing in your plan changes until you approve it. We never sell your data or share your goals with advertisers.