

# Brian Moran

CEO at Strategic Breakthroughs

Holt, MI, US

Brian Moran will help you and your team achieve more in 12 Weeks than most do in 12 Months!

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## Description

Brian Moran, President and Founder of Strategic Breakthroughs, has over twenty-five 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 Periodization and the 12-Week Year.

His client list includes the who's who in our industry. Including Allstate, AXA, Guardian, Jackson National, Mass Mutual, Merrill Lynch, Nationwide, New York Life, Northwestern Mutual, Principal, State Farm and UBS just to name a few.

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## Availability

Keynote, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Professional Training and Coaching

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## Topics

Periodization, Goal Setting, Execution

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## Affiliations

Executive Speakers Bureau, National Speakers Association

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## Sample Talks

### Periodization & The 12 Week Year

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.

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## **Past Talks**

**The 12 Week Year**  
Nationwide

**The 12 Week Year**  
Meritage Homes-Half Day Training

**CEO Training Session**  
CEO Training Session

**Train The Trainer**  
2 Day Workshop

**The 12 Week Year**  
Met Life Keynote

**VIP Webinar**  
12 Week Year Challenge-VIP Webinar

**12 Week Year**  
Nationwide - Keynote

**12 Week Year**  
Northwestern Mutual-Network Office Day Keynote

**Leadership Training**  
Encompass Insurance - 3 Days

**12 Week Year**  
Merrill Lynch - Keynote

**Leadership Training**  
Encompass Insurance - 2 Day

**Leaders Building Leaders Workshop**  
Full Day Workshop - 2 Day

**12 Week Year**  
State Farm - Keynote

**12 Week Year**  
Merrill Lynch - Keynote

## **12 Week Year**

Nationwide - Keynote

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### **Education**

**Michigan State University**

Business Business

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### **Testimonials**

#### **Sal Durso**

"Periodization & The 12 Week Year has provided us a platform to effectively implement our best ideas and strategies. The result: Double digit growth in all areas for six consecutive years!"

#### **Christian Von Allmen**

"Periodization challenged me to envision a business and a life of significance, bigger than I ever thought possible. The results have been quick and dramatic. In one area alone I've seen a 350% increase."

#### **Lon Horbach**

"Since applying Periodization my unit production is up over 40%, I'm fulfilling my personal commitments and have more life balance."

#### **Bob Fakhimi**

"The Bottom line is that Periodization makes you focus on the most important activities each day . Doing so has had a significant impact on our production. As an agency we are up 53% in just two 12 week periods."

#### **Mick White**

"We are ranked #1 in the district in contest credits percent of base! We're also #1 in the district in life credits percent of base! We've outproduced (in raw numbers) all the agencies except for [one with] 3 times as many financial representatives...That's pretty awesome! These are both firsts for us!!! We're getting ready for a breakthrough - a Strategic Breakthrough."

#### **Kevin Hitz**

"Wanted to give you a quick update to my first 12 week period...over 90,000 in production (goal was 70k), finished 31 books (goal was 25), & averaged going to the gym 4 times per week! There may be something to this program after all."

#### **Bill Horan**

"Thanks for a great show. THE 12 WEEK YEAR is a wonderful plan for anyone who wants success in a hurry."

**Brent Burke**

"My goals were Personal, Professional and Spiritual in nature. I committed to have the best 12 weeks of my life in each of those areas. My wife feels pursued, my kids experience me more engaged than ever and my business has exploded! An example of my targets in my business are to submit 3 lives a week, submit over \$10,000 week for 12 weeks for a total of 36 lives and \$120,000 in premium. I submitted 36 lives and 60% more premium with \$205,491!

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