



# BRIAN P. MORAN

NEW YORK TIMES BEST-SELLING AUTHOR, PRESIDENT  
AND FOUNDER OF THE 12 WEEK YEAR.

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[INSTAGRAM](#)



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™. In addition to his books, "The 12 Week Year" and "Uncommon Leader," 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.



**12** week year

**MEDIA KIT  
2025**

**ABOUT BRIAN P. MORAN**

# SIGNATURE TALKS

## 1. The 12 Week Year

This 45 to 90-minute Keynote will give your group an understanding of what it takes to perform at their best daily. They will learn about the power of The 12 Week Year, the 5 success disciplines, 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 prioritizing their business and exceeding their goals.

## 2. The 12-Week Year Workshop

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. The workshop allows for deeper discussion and grounding. The extra time also allows 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!'

## 3. Uncommon Leader

Optional: Tailored for specific industries or audiences.



# VIDEO SAMPLES



# DOWNLOADABLE PHOTOS



# TESTIMONIALS, PAST CLIENTS, AND EVENTS

**"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**

**"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.**

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

# EVENT PLANNING INFORMATION

FORMAT: IN-PERSON, VIRTUAL, HYBRID

A/V NEEDS: WIRELESS LAV MIC, PROJECTOR, SCREEN

TRAVEL: BASED IN [CAREFREE, ARIZONA] – AVAILABLE WORLDWIDE

1

## IN PERSON:

- Keynote **\$15,000**
- Workshop **\$20,000**
- Keynote + Breakout Session **\$25,000**

TRAVEL EXPENSES WILL BE ADDITIONAL FOR EACH OF THESE EVENTS.

2

## VIRTUAL:

- Keynote **\$10,000**
- Workshop **\$12,000**

3

## 2 FOLLOW-UP COACHING SESSIONS: **\$3,000**

- 2 One-hour coaching sessions for your team.

