



Episode 156: Change Your Life in Just 12 Minutes A Week

with Robbie Swale

The 12 Minute Method is a powerful tool for overcoming the obstacles that prevent us from pursuing our goals and changing our lives. The key is to break down big projects into small, low-risk, low-cost experiments that can help us learn and progress.

This might come in handy when making a significant change in our lives, such as a career shift, which can feel overwhelming and uncertain. Breaking down the process into smaller steps can give us clarity and confidence as we move towards our goal.

In this episode, Robbie Swale joins Rachel to discuss how taking action is critical for progress. We can build momentum and advance towards our goal by taking small steps. This episode is for you if you are open to criticism and want to make big changes in your life. Learn and grow along the way, find support and guidance, and sustainably achieve goals.

Podcast links

Check out the [Shapes Toolkit](#) for training tips to help manage stress and overwhelm.

[Book 1: How to Start When You're Stuck](#)

[Book 2: How to Keep Going When You Want to Give Up](#)

[Book 3: How to Create the Conditions For Great Work](#)

[Book 4: How to Share What You've Made](#)

[Smart Passive Income Podcast](#) with Pat Flynn

[Seth Godin](#)

You Are Not a Frog [Episode 154: How to Fix Your Broken Meetings](#)

[The Tim Ferriss Show](#)

[Eat Pray Love](#) by Elizabeth Gilbert

[Big Magic](#) by Elizabeth Gilbert

[Magic Lessons Podcast](#) with Elizabeth Gilbert



Guest links

[The Coach's Journey Podcast](#) with Robbie Swale

[The 12-Minute Method Podcast](#) with Robbie Swale

[12-Minute Method Series](#) by Robbie Swale

Robbie's [writing blog](#)

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Quote to remember:

'A lack of time is just masking other reasons for why you haven't even tried to start.'

What You Will Learn

A 12-Minute Method is a powerful tool that can help you overcome your fears and obstacles in pursuing your goals and dreams. It shows that dedicating a small amount of time each week to a task can lead to significant personal growth and create meaningful outcomes.

Setting a timer for 12 minutes and focusing on a task removes the pressure to produce something perfect, allowing you to focus on the process and create. Over time, this consistent effort adds up and delivers a tangible result.

While making progress, you may encounter criticism and setbacks along the way. Remember not to take those as gospel truth. Instead, be careful who you share your ideas with and in what context you do so. In addition, revisit the lessons from the 'tortoise and the hare' and relate them to the concept of change.

Society tends to overvalue the 'hare' or quick action, even if the tortoise's steady and repeated efforts over a long period are more powerful and reliable. You may be terribly



busy and under a lot of pressure, but often we tend to underestimate what we can achieve over an extended period. Don't do that — instead, give yourself and your peers the recognition you deserve.

The 12-Minute Method is a testament to the power of taking consistent action and proves that even the most minor steps can lead to significant change and growth. Whether writing, creating art, or pursuing any other passion, this technique can help you unleash your full potential and achieve your goals.

Activity: The 12-Minute Workbook

A. Power of Steadiness

1. **Identify your goal.** What do you want to accomplish? Write a clear and specific goal statement.
2. **Break down the goal.** Divide it into smaller, manageable tasks. Make a list of all the steps you need to take to reach your objective(s).
3. **Choose a low-risk, low-cost experiment.** Select one of the smaller tasks and focus on that first. The experiment could be reaching out to a successful individual in your field or spending 12 minutes a week working on your goal.
4. **Take action.** Envision the experiment you chose in step 3. How will you go about it? Can you take small, consistent steps toward your goal?



5. **Reflect on the experiment.** After completing the experiment, reflect on what you learned. Was this a step in the right direction? Did you gain any valuable insights?

Finally, celebrate your successes and acknowledge your progress, no matter how small it may be.

B. Handling Criticism

1. Think of a time when you received criticism. Write down the initial emotions and thoughts you experienced when receiving the criticism.

2. Reframe the criticism as an opportunity for growth and improvement. Reflect on how you can use it to strengthen your idea or project.

C. Building Resilience

1. Talk about your values and beliefs that can help you build resilience in the face of criticism.

2. Develop a mantra or affirmation that you can use in times of criticism.





3. Create a plan for how you will respond to criticisms in the future.

4. Reflect on the power of the 'tortoise' approach, where slow and steady progress can lead to lasting change. Do you agree with the concept, or do you prefer quick results?

Remember that change takes time, and it is ideal to be patient and persistent in your journey.

CPD time claimed:

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