



FULL EDITION

KOI 12-Week Planner

Plan your life one cycle at a time.



12-Week Planner

FULL EDITION

If found, please return to:

Name

Phone

Email

Cycle start date

Welcome to your KOI *12-week* planner

This planner was designed to keep your focus on what matters. Business goals are not everything in life — personal, spiritual, health and well-being goals matter just as much.

Successful people make progress in several areas at once: their career, their relationships, their health and their inner life. In the end, success is personal — it is the feeling of fulfillment that comes from growing in the areas that matter to you.

The legend of the koi



Koi are graceful, vibrant and among the most recognizable fish in the world. An ancient Chinese tale tells of a great school of golden koi swimming upstream along the Yellow River.

When they reached a waterfall at the end of the river, most of them turned back and let the current carry them away. The rest refused to give up and kept leaping, again and again. Their efforts caught the attention of demons, who mocked them and made the waterfall even higher.

After a hundred years of jumping, one koi finally reached the top. The gods recognized its perseverance and turned it into a golden dragon — a symbol of strength and power.

The koi swimming upstream represents the pursuit of your goals. The koi returning as a dragon represents the dreams you have achieved.

Why *12 weeks?*

Twelve weeks is long enough to make real progress and short enough to keep a sense of urgency — an ideal period to build new habits. This planner follows the same process athletes use to reach their goals.

Successful athletes share one trait: **discipline** — the capacity to do what you don't want to do in order to achieve what you want.

How to set your goals

Start with your vision board. Dream big and write down everything you wish for: a new home, a trip to paradise, your first savings milestone, a new skill — whatever your heart tells you.

Your 12-week goals are significant accomplishments that move you toward that vision. They don't have to be the final achievement — just clear proof that you are on the right path. Choose **one to three**, and write down **why** each one matters and how you will **reward** yourself.

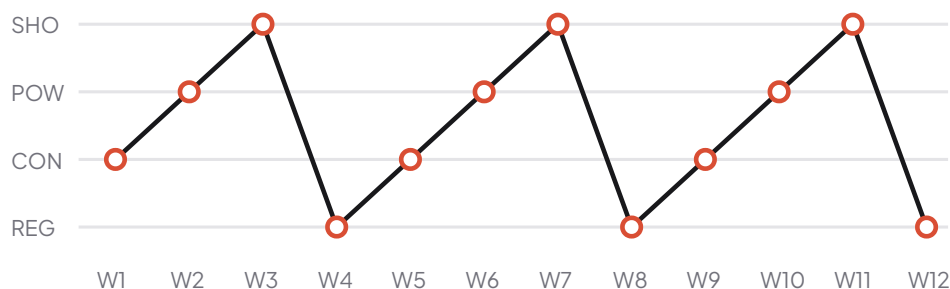
Review your goals constantly

At the start of each week, review how the past week went and prepare the next one. During the review, notice how balanced your life was: take a moment to score each area. That awareness gradually leads to a more balanced life.

The 12-week *rhythm*

New habits and results stick when you vary the intensity of your training. Here, the intensity is your focus and dedication. Each week has a phase:

- **Control** — a normal week. The workload is challenging but very likely to be achieved. Follow the plan with small adjustments.
- **Power** — increase your dedication. No missed dates, no re-planning, no excuses. Raise the bar a little above a Control week.
- **Shock** — your peak. Goals so challenging you might almost fail. This is the week to prove yourself.
- **Regeneration** — focus on personal and spiritual goals, your relationships and rewarding yourself for recent wins. Breathe and revisit your long-term goals.



More important than achieving your goals is enjoying the ride.

Your *daily* ritual

Every evening, sort tomorrow's tasks into four groups:

- **Must do** — non-negotiable. Keep it to three items at most.
- **Should do** — important, but it can move if the day demands it.
- **Could do** — nice to have.
- **Won't do** — a conscious decision not to do it now. That is power, not procrastination.

Every morning, choose the one goal that would make the day worth it, then block time for your Must tasks on the schedule (6am–9pm). Anything without a day yet goes to the **backlog** column.

Habit tracker

Track the activities you want to turn into habits. Mark each day you practiced them. When you do something regularly, it becomes a habit — and stops feeling like effort.

Target habit	M	T	W	T	F	S	S
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At the end of each day, mark how you felt. Patterns appear faster than you think.

My Vision Board

Cycle _____

People I want to spend time with

Places I want to visit

Things I want to have

Experiences I want to have

What I want to learn

What I want to build

Legacy I want to leave

Who I want to become

My 12-Week Goals

Start ____ / ____ End ____ / ____

Goal 1

Why it matters	
Reward	
Key actions	

Goal 2

Why it matters	
Reward	
Key actions	

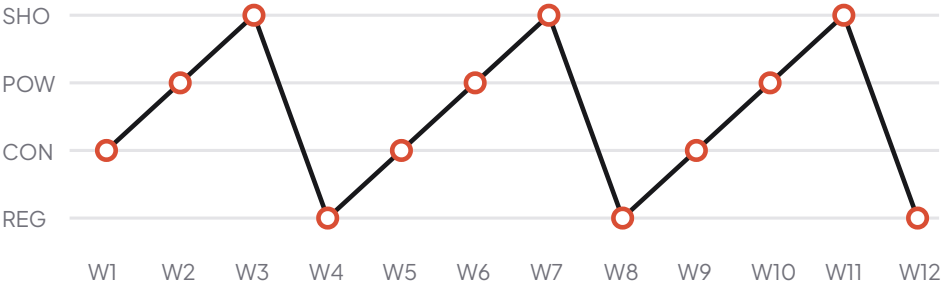
Goal 3

Why it matters	
Reward	
Key actions	

My 12-Week Rhythm

Suggested pattern — adjust it to your season of life.

Week	Dates	Phase	Main goal
W1		Control	
W2		Power	
W3		Shock	
W4		Regeneration	
W5		Control	
W6		Power	
W7		Shock	
W8		Regeneration	
W9		Control	
W10		Power	
W11		Shock	
W12		Regeneration	



Brainstorm / Mind Map



WEEK 1 OF 12

Control

A steady week — challenging, but very achievable.

“A journey of a thousand miles begins with a single step.”

— Lao Tzu

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
Personal Development	1	2	3	4	5	6	7	8	9	10
Health & Fitness	1	2	3	4	5	6	7	8	9	10
Finance	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

Goal of the day _____

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What blocked me?

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What went well?

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WEEK 2 OF 12

Power

Raise the bar. No skipped dates, no excuses.

“It does not matter how slowly you go as long as you do not stop.”

— Confucius

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
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Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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What went well?	What blocked me?

WEEK 3 OF 12

Shock

Your peak week. Goals that stretch you to the edge.

“We are what we repeatedly do.”

— after Aristotle

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
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Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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What went well?	What blocked me?

WEEK 4 OF 12

Regeneration

Rest, celebrate and reconnect with what matters.

“Luck is what happens when preparation meets opportunity.”

— Seneca

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
Personal Development	1	2	3	4	5	6	7	8	9	10
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Finance	1	2	3	4	5	6	7	8	9	10
Fun & Recreation	1	2	3	4	5	6	7	8	9	10
Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

Goal of the day _____

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What went well?	What blocked me?

WEEK 5 OF 12

Control

A steady week — challenging, but very achievable.

“Well begun is half done.”

— Aristotle

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

Goal of the day _____

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WEEK 6 OF 12

Power

Raise the bar. No skipped dates, no excuses.

“The secret of getting ahead is getting started.”

— Mark Twain

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

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WEEK 7 OF 12

Shock

Your peak week. Goals that stretch you to the edge.

“Fall seven times, stand up eight.”

— Japanese proverb

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
Personal Development	1	2	3	4	5	6	7	8	9	10
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Finance	1	2	3	4	5	6	7	8	9	10
Fun & Recreation	1	2	3	4	5	6	7	8	9	10
Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

Goal of the day _____

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What went well?	What blocked me?

WEEK 8 OF 12

Regeneration

Rest, celebrate and reconnect with what matters.

“Great things are done by a series of small things brought together.”

— Vincent van Gogh

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

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WEEK 9 OF 12

Control

A steady week — challenging, but very achievable.

“Nature does not hurry, yet everything is accomplished.”

— Lao Tzu

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

Goal of the day _____

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What went well?	What blocked me?

WEEK 10 OF 12

Power

Raise the bar. No skipped dates, no excuses.

“Energy and persistence conquer all things.”

— Benjamin Franklin

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
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Finance	1	2	3	4	5	6	7	8	9	10
Fun & Recreation	1	2	3	4	5	6	7	8	9	10
Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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M T W T F S S

Week main goal _____

Goal of the day _____

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What went well?	What blocked me?

WEEK 11 OF 12

Shock

Your peak week. Goals that stretch you to the edge.

“The best way out is always through.”

— Robert Frost

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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What went well?	What blocked me?

WEEK 12 OF 12

Regeneration

Rest, celebrate and reconnect with what matters.

“Rest is not idleness.”

— John Lubbock

How do I feel about my past week?

3 things I did well

3 things that didn't work

How was my life balance? (shade 0–10)

Business & Career	1	2	3	4	5	6	7	8	9	10
Family & Friends	1	2	3	4	5	6	7	8	9	10
Relationships	1	2	3	4	5	6	7	8	9	10
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Spiritual	1	2	3	4	5	6	7	8	9	10

Habit tracker

Target habit	M	T	W	T	F	S	S

Lessons learned

What will I do differently?

Main goal for the week

Reward

Week to-do list

Business & Career

Family & Friends

Relationships

Personal Development

Health & Fitness

Finance

Fun & Recreation

Spiritual

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Week main goal _____

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Week main goal _____

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What went well?	What blocked me?

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M T W T F S S

Week main goal _____

Goal of the day _____

Must do
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Should do
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Could do
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Schedule



		To-do backlog
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9pm	☐	

What went well?	What blocked me?

Sketches

Sketches

Sketches

Sketches

Ideas to Review Later

Ideas to Review Later

[illegible]

Ideas to Review Later



Prefer *digital*?

Continue your cycle in the KOI Planner app — the same method, with reminders, a backlog that never loses a task, calendar sync, focus blocks and a personal AI assistant.



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