

# THE MAGIC OF 13 WEEKS™

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**PRESENTED BY PETER DE LA TORRE, CSSYB**  
- EXECUTION ARCHITECT



# THE EXECUTION ARCHITECTURE

## CLOSING THE EXECUTION GAP & ACCELERATING HIGH PERFORMANCE

"Most teams do not suffer from a lack of knowledge; they suffer from a lack of execution. I uncover the 'Great Blind Spot' that keeps your team from doing what they already know they should do." – **Peter De La Torre, CSSYB**

### "THE GREAT BLIND SPOT"

- Organizations spend thousands on training that is forgotten within days. Why? Because of The Execution Gap—the alarming disparity between what teams know and what they are willing to do.
- Annualized Lethargy: 12-month goals create complacency. Teams coast for 10 months and only sprint during the "Year-End Push".
- The "Red Ocean" Trap: Teams are exhausted trying to "out-compete" rivals in saturated markets rather than creating new value.
- Busy vs. Productive: Most professionals mistake movement for achievement, failing to prioritize the few critical tasks that drive results.
- Leadership teams whose A.I. and technology investments are not yielding an ROI due to a lack of human execution.

### THE SOLUTION: THE MAGIC OF 13 WEEKS™ THE 13-WEEK OPERATING SYSTEM

1. **Mindset Architecture (The Blue Ocean Shift)** We move your team from scarcity to abundance. Using **Blue Ocean Strategy**, we train participants to stop fighting over scraps and start creating "uncontested market space". We bridge the gap between Interest and Commitment using the 4 Keys to Successful Commitments.
2. **Strategic Instrumentation (The Tools)** Execution is impossible without a **Personal Vision**. We connect corporate targets to the individual's personal dreams, creating an emotional stake for the producer. Participants leave with a specific **Period Plan**—a roadmap for the next 13 weeks, not a vague annual business plan.
3. **Disciplined Execution (The R.P.A. Metric)** We implement a hard standard: **75% of time must be allocated to Revenue Producing Activities (R.P.A.s)**. We utilize a Self-Correcting System of Scorekeeping and Process Control to track Lead Indicators (effort) vs. Lag Indicators (results).
4. **The 13th Week (The "Wrap" & Process Review)** Unlike other grind-focused programs, we institutionalize **The 13<sup>th</sup> Week**, where we celebrate wins, review results & strategically recalibrate for the next cycle.



## KEYNOTE

**Title: Uncovering the Blind Spots: Closing the Execution Gap in 90 Days**

- This high-energy presentation serves as a wake-up call for leadership and sales teams. Peter dismantles “The 12-Month Mirage”, the trap of annualized thinking and lethargy, which hides the urgency required for high performance. To overcome this trap, he introduces the 13-Week Execution Sprint.

**Key Takeaways:**

- The Strategic Shift: Moving from a “Red Ocean” (Competing) to a “Blue Ocean” (Creating) mindset.
- The Power of Periodization: How to trigger a “Year-End Push” four times a year.
- The R.P.A. Standard: The imperative of spending 75% of time on Revenue Producing Activities.

## FROM INSIGHT TO INSTALLATION

**Don’t just inspire your team, install a system that guarantees performance.**

While his Keynote creates the spark, “The Magic of 13 Weeks™” Execution Sprint ensures the fire stays lit. This is not a seminar; it is a 90-day behavior modification process.

## THE RESULTS: PROVEN ROI

**Clients implementing this system typically experience:**

- An average productivity increase of 50% within 90 days.
  - Immediate clarity on Lead vs. Lag indicators.
- Cultural shift from “waiting to be held accountable” to “taking ownership”.

## WHAT LEADERS ARE SAYING

“Peter De La Torre’s training workshop was the rare combination of heart, skill-building, and immediate practicality. He didn’t lecture at us—he worked with us.”

- Yocelyn Galiano, ICMA-CM, Village Manager, Village of Pinecrest

“Our company has invested thousands of training dollars through the years without satisfactory results. Your simple but powerful training program treats the root cause of inconsistent productivity.”

— Hernando Novoa, Sr. VP, IFirst Bank



"The culture in our company has taken a dramatic turn... The days of waiting to be 'held accountable' are gone. Everyone is enthusiastically taking complete ownership of their performance."

— Adriana Parra Simon, VP Sales, IHG Resorts

"I am excited to continue our efforts to put into practice the knowledge the attendees learned with our 'The Magic of 13 Weeks™' Challenge."

— Yolanda Valencia, HR Director, Galleria Farms

## MEET PETER DE LA TORRE, CSSYB

- EXECUTION ARCHITECT -



Peter doesn't just teach you how to work; he installs an operating system that produces immediate high-value execution.

Peter De La Torre, CSSYB, is a highly respected Execution Architect with over 40 years of proven leadership across five industry sectors. Recognized as an influential voice and expert in productivity and performance, Peter delivers a dynamic, no-nonsense style rooted in energy, integrity, and authenticity.

Unlike speakers who offer fleeting motivation, Peter delivers a **Self-Correcting Performance System**. His approach is rooted in integrity and "ruthless honesty," weaving a powerful personal story of overcoming adversity with actionable strategies that drive real-time results.

**READY TO CLOSE THE EXECUTION GAP?**

Contact Peter De La Torre or visit [www.peterdelatorre.com](http://www.peterdelatorre.com)

All attendees receive a copy of Peter's Global 5-Star Book:  
"Connect with Ruthless Honesty"



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