

The 90/90/1 Rule

inspired by Robin Sharma



This is a great productivity booster if you have a big project that you need to and want to, and maybe even *must*, complete but you may be:

- Procrastinating
- Letting it fall further down the priority list
- Have too many problems handed to you to fix
- Don't know how to give yourself the time and space to really get into the project

You can use this 90/90/1 rule in conjunction with the *Time Blocking Checklist & Plan* and the *Please Do Not Disturb Poster*: here are the direct links:

- ✓ <http://www.sallyfoleylewis.com/site/wp-content/uploads/2014/08/Time-Blocking-Checklist-Plan1.pdf>
- ✓ <http://www.sallyfoleylewis.com/site/wp-content/uploads/2014/08/PleaseDoNotDisturb.pdf>

The rule is 90 days / 90 minutes / 1 opportunity:

Write down that project is:

Robin Sharma frames this '1' as: what is your number one opportunity? This means, what is the one task/project/action that will give you a big result and is really worth you doing or completing.

Now Robin says to schedule that project/opportunity into your calendar for the first 90 minutes of the next 90 days. That is what you'll be working on each morning!

I'm a realist, so this is my example of how I'm using the 90/90/1 rule:

I love my social media and will always check email and social media first thing each morning. I have that blocked off for 45min while I enjoy my first coffee! I use the timer on my phone.

Then the next 90 minutes are blocked off for my current number 1 opportunity. Again, being a realist, if I have speaking or training engagements then I'll manage around those. And let's face it, it really shouldn't take 90 days to complete the project if I stick to the 90 minute rule for every day that I can realistically schedule for this opportunity.

And here's how you keep motivated:

What will it feel like when you've completed the project in 90 days or less?

What will you do to celebrate?

Robin Sharma wrote *The Monk Who Sold His Ferrari*