

The **90/90/1 rule**, coined by Robin Sharma, is a productivity principle designed to help individuals focus on their most impactful work.

Here's how it works:

1. **90 Minutes:** Dedicate the first 90 minutes of your workday to your single most important project or task.
2. **90 Days:** Follow this routine consistently for 90 days to establish a habit and achieve meaningful progress.
3. **1 Priority:** Focus on just one high-value activity that will have the greatest impact on your goals.

The core idea of this rule is to leverage your brain's peak performance window - typically the first part of the day - when energy and focus are at their highest. By eliminating distractions and concentrating solely on your top priority, the rule helps to create momentum, increase productivity, and drive significant outcomes over time.

This principle aligns with the belief that mastery and progress come from sustained focus and consistent effort on what truly matters.

The 90/90/1 Rule as outlined is a structured and transformative approach to tackling a major goal or project.

Here's a clearer breakdown:

### **1. The 1 Project**

- Identify the single most important project or goal that has the potential to significantly change your life if achieved.
- It should be bold, audacious, and deeply meaningful to you - something worth dedicating your time and energy to.

### **2. 90 Minutes Daily**

- Commit to spending *90 minutes* every day, ideally in the morning when your focus and energy are at their peak, on this project.
- This time is to be free from distractions, interruptions, or excuses. It's your sacred time for deep, focused work on what truly matters.

### **3. 90-Day Commitment**

- Follow this routine consistently for *90 days*. Consistency is the key to transformation.
- Over this period, you'll accumulate *135 hours of deliberate effort* - a significant investment toward achieving mastery and progress on your goal.

### **No Distractions. No Interruptions. No Excuses.**

This framework reinforces the importance of guarding your focus and protecting your time from anything that might derail your commitment. The rule harnesses the power of sustained effort over time, demonstrating how discipline and intentionality can lead to extraordinary results.

By the end of 90 days, you'll likely see profound progress - not only in your project but also in your discipline, focus, and personal growth. It's a simple yet powerful strategy to drive life-changing results.