

90 DAY YEAR GUIDEBOOK

**Discover The Ultimate
Competitive Advantage For High
Achieving Entrepreneurs And The
Dangers Of _____ Switching**



ABOUT TODD HERMAN AND 90 DAY YEAR

Todd Herman is a performance coach, business mentor and creator of the world's leading high performance operating system for entrepreneurs and small business owners.

Todd Herman first developed the 90 Day Year High Performance Operating System in the sports world while working with Olympic and Professional athletes. Hearing of its success, companies like Shell, Goldman Sachs and Harpo Productions started reaching out to utilize it in their companies as well.

The 90 Day Year system has now been customized to streamline and support small business owners who are frustrated with their level of performance and want a highly refined system to support their business and personal leadership growth.

The program won the prestigious Stevie Award two years in a row for World's Best Leadership & Skill Development program as well as the Stevie Award for 'Training Team of the Year'. In addition, its results have also been independently validated by the ROI Institute, the world's leading organization on evaluating the true return on investment.



THE HIGH PERFORMANCE ADVANTAGE

Executing a proven high performance system with SPEED is the ultimate competitive advantage of the 21st century. Big companies like Amazon, Facebook, and Salesforce.com all recognize this. They have all said in their annual reports that speed is the number one thing that they place a premium on when it comes to their entire business model.

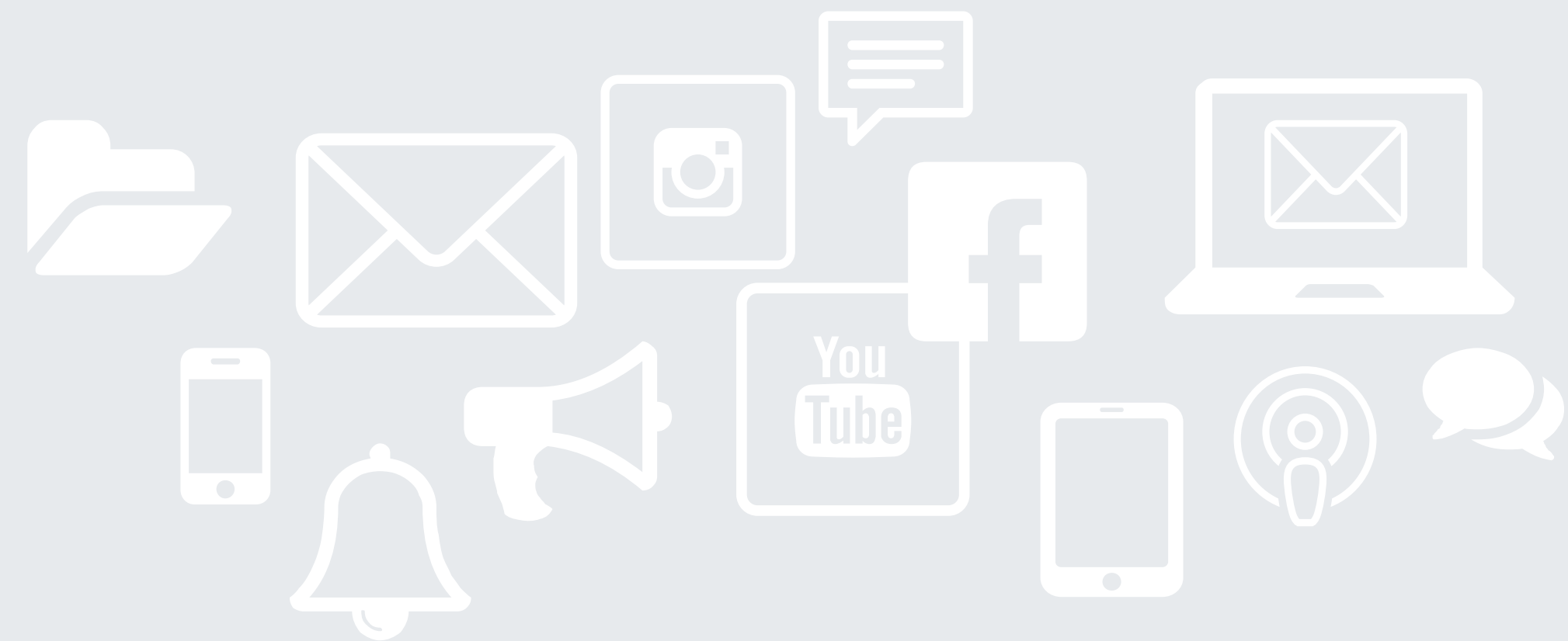
  



HIGH PERFORMANCE ENEMY #1 THE ENTREPRENEURIAL REALITY



There's television, radio, podcasts, social media, blogs, magazines, online video, music streaming, live streaming, smart phone alerts ... it's content, content, content, and if we're not careful it can gnaw away at the minutes and hours of our lives.



HIGH PERFORMANCE ENEMY #2



CONTEXT SWITCHING

CONTEXT SWITCHING...
**THE LOSS OF TIME DUE TO MULTI-
TASKING OR SWITCHING ATTENTION
FROM ONE ACTIVITY TO ANOTHER.**



HIGH PERFORMANCE ENEMY #2

CONTEXT SWITCHING



Context switching occurs when the mind has to try and reacquaint itself with what you were doing and where you were. **The time and energy it takes to get acquainted with the project you moved away from, and are now coming back to, takes roughly 20% of our time!**

So what does the hard cost of working like this do to our ability to reach our goals? Gerald Weinberg, a researcher and computer scientist, developed a framework to show the percentage of time being wasted by switching between different projects or areas of focus.

HIGH PERFORMANCE ENEMY #2

CONTEXT SWITCHING



Gerald Weinberg came from the software world and was amazed at how almost every project being worked on was taking up to 6 times longer than they said they'd get them done by.

What this means is, **for the 8 hours in your day, you only have 2 hours of actual productive time** moving your projects forward. If you're working on 5 projects or more at once, **you're being robbed of 6 hours of your day** trying to do so many things at one time.

| # OF SIMULTANEOUS PROJECTS | % OF TIME AVAILABLE PER PROJECT | LOSS TO CONTEXT SWITCHING |
|----------------------------|---------------------------------|---------------------------|
| 1 | 100% | 0% |
| 2 | 40% | 20% |
| 3 | 20% | 40% |
| 4 | 10% | 60% |
| 5 | 5% | 80% |

A spiral-bound notebook with a brown cover and a black pencil resting on it. The notebook is open to a blank white page. The pencil is positioned diagonally across the bottom right of the page. The spiral binding is visible at the top of the notebook.

“

***MORE IS THE
ENEMY OF HIGH
PERFORMANCE***

- TODD HERMAN -

HIGH PERFORMANCE SOLUTION #1



90 DAY GOALS

“

**90 DAYS IS THE HORIZON LINE TO OUR
BRAIN'S MOTIVATIONAL FACTOR.
ANYTHING BEYOND 90 DAYS IS DIFFICULT
TO GET MOTIVATED TO TAKE ACTION ON.**



90 DAYS IS THE EXTENT TO WHICH THE MIND CAN



- Get clear about what is achievable within a time-frame
- See the impact it will make on your current world, and
- Keep you motivated and focused towards its achievement.

A study conducted at the USC Mind & Society Center proved that **goals beyond 90 days increase the level of procrastination** and another study conducted by Ludwig and Geller showed that without the feedback loops of short term goals, motivation immediately drops off.

- **KEY TAKEAWAY:** If it takes you longer than 90 days to launch a marketing campaign, release a new product, or roll out a new operating system, then you will continually lose opportunities to your competitors who work in shorter project cycles.

HIGH PERFORMANCE SOLUTION #2



**USE A PROVEN
PERFORMANCE MODEL**

**IF 1 GOAL +
4 UNITS OF TIME
= ACHIEVED**



THEN TOO MANY PROJECTS = NOTHING ACCOMPLISHED

| | | | | |
|----------|----------|----------|----------|----------|
| A | B | C | D | E |
| A | B | C | D | F |
| G | H | A | C | I |
| H | F | J | D | E |

AND ONE PROJECT AT A TIME = A+B+C+D+E ACCOMPLISHED

| | | | | |
|----------|----------|----------|----------|----------|
| A | A | A | A | B |
| B | B | B | C | C |
| C | C | D | D | D |
| D | E | E | E | E |

HOW AM I DOING?

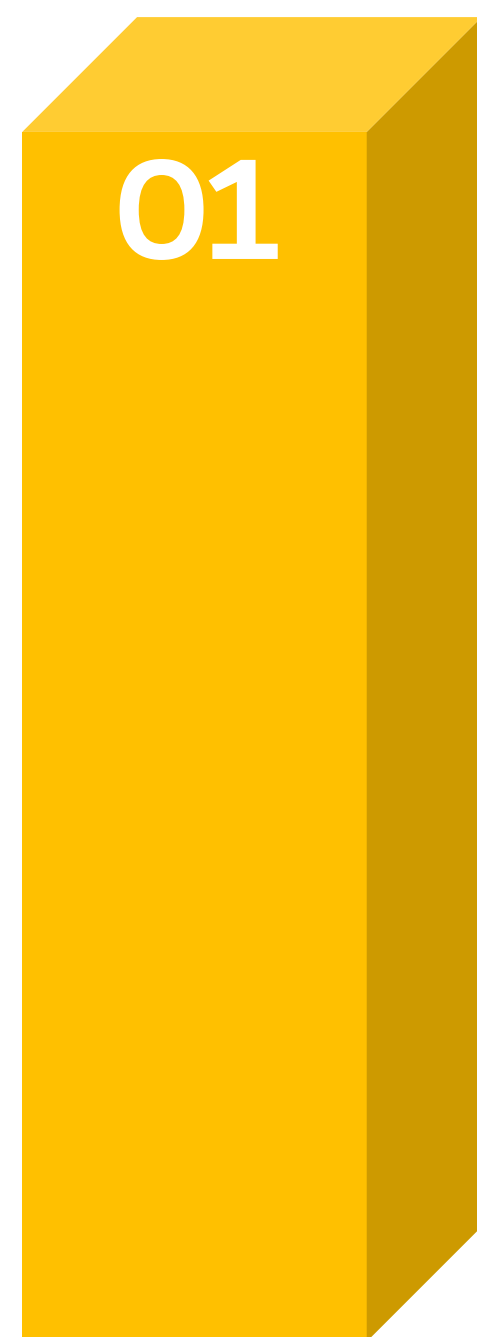


It's an eternal question asked by any entrepreneur between the six inches of their ears. We all wonder how our business is REALLY doing and how we're doing as the leader of our business.

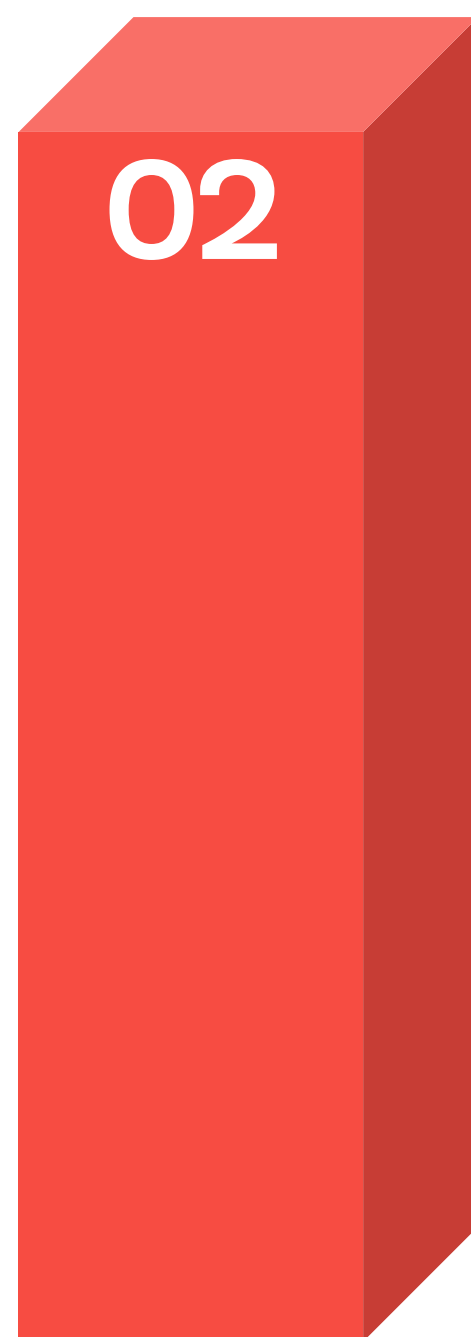
With the avalanche of responsibilities and worries we have to deal with, we also wonder what we should be doing next!

- “What market trends am I missing?”
- “Is my marketing performing?”
- “How can I increase my cashflow?”
- “Where can I find good people to hire?”
- “What should my next product be?”
- “How can I get better systems in place?”

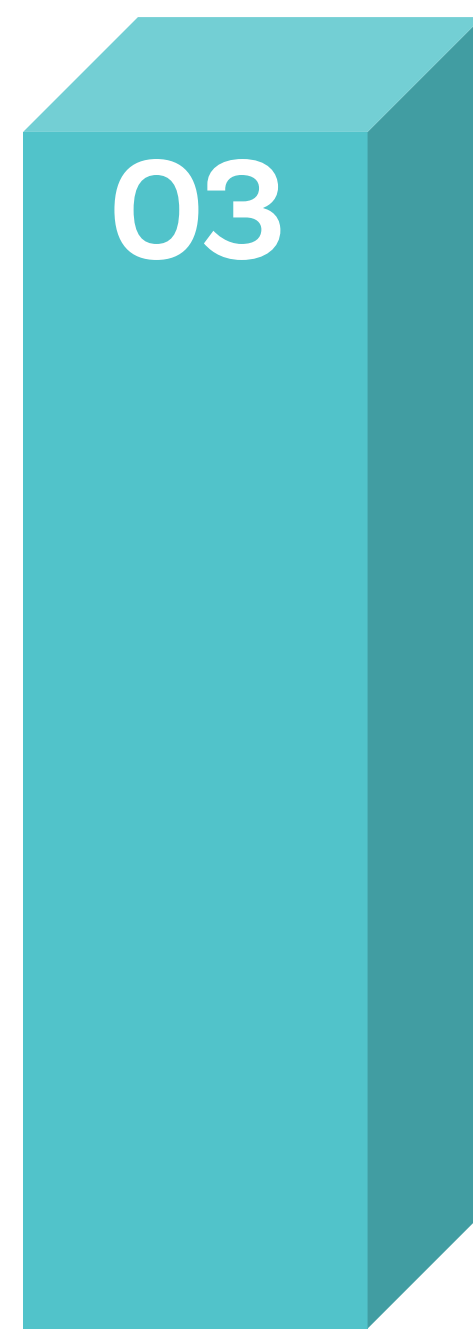
5 PILLARS OF BUSINESS



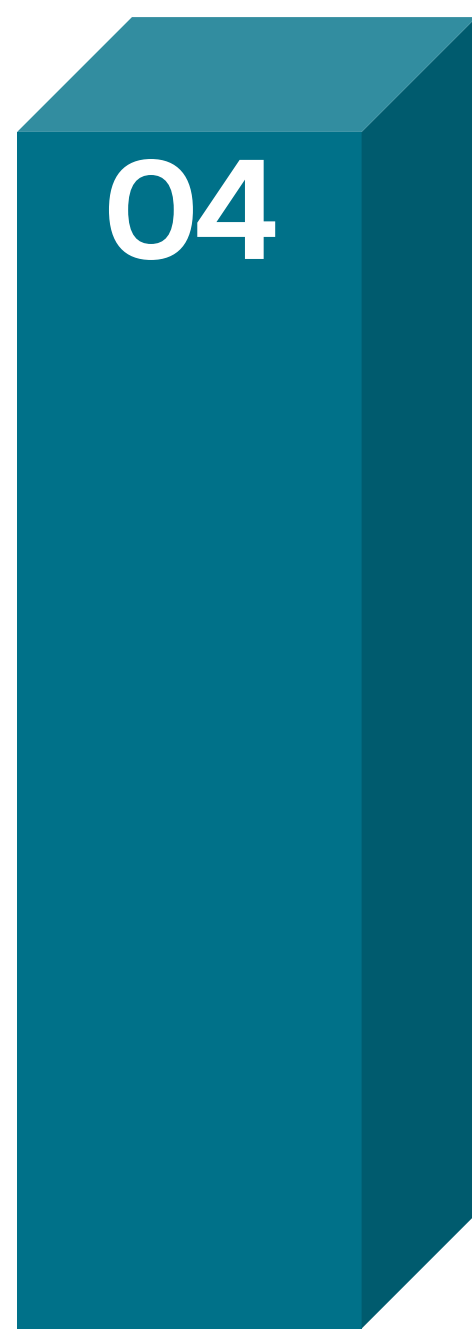
MARKETING,
SALES &
PRODUCT



OPERATIONS &
TECHNOLOGY



PEOPLE &
LEADERSHIP



FINANCE



DISTRIBUTION
CHANNELS

You can measure
your performance
using these 5 main
pillars which all sit
on top of the
foundation of
business.

ARE YOU A...

CHASER, HUSTLER OR EXECUTOR?



The first step towards becoming a high performing entrepreneur is to gather the data and insights on your current performance, so you can make better decisions that will help move more rapidly towards the vision you have for your life and business.

➤ **TAKE THE QUIZ!** Discover your entrepreneur performance style and how to leverage your strengths to achieve greater success.

CLICK TO START THE QUIZ ➞



Make 2024 your STRONGEST year yet! Discover how to achieve your business goals and rewire your mind for growth and success. Click the button below if you haven't already watched the free video workshop that accompanies this workbook .

WATCH THE VIDEO SERIES

If you want full access to the power of the 90 Day Year system and frameworks, click below. We can't wait to see the results you achieve.

ENROLL IN 90 DAY YEAR NOW

