The Core Phases of Your 90 Day Year In Just a Few Pages

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90 DAY YEAR



WELCOME TO THE



When I first pulled this system out of my sports science & training company, The Peak Athlete, and brought it into the business world, I wasn't sure how well it would translate to the more nuanced world of business.

I knew the mental game component would translate well for the 'entrepreneurial athlete' because I'd already coached executives and entrepreneurs on the 'head game'. But I wasn't as certain about the actual structure, which had successfully helped elite athletes elevate their skills and performance on the 'field of play'.

To be frank, there was a lack of nuance in the System and it took some time to massage the pieces to support the differences that an entrepreneur deals with in order to achieve growth and hit new business goals.

Fast forward to today, and the Entrepreneur's version of the 90 Day Year System is now being applied in over 81 different types of businesses, has won the Stevie Award for "Best Leadership & Skill Development Program" twice, and has been credited with \$185M in increased revenue from those now using the System in their business. Business owners and entrepreneurs just like you.



THE 90 DAY YEAR BLUEPRINT WHAT TO EXPECT

Over the next few pages you'll discover a condensed version of the 8 Core Phases that combine to create a successful 90 Day Year and exactly what it takes to start achieving your biggest business goals in 2024.

Over the last 14 years I have seen and heard how this system has given thousands of entrepreneurs and small business owners the feeling of control over their business and life.

They now have time in their days so they can actually enjoy the time they spend with their friends and family, or even hobbies (mine are golf, drawing and trying to learn this darn Ukulele!)

They share a relaxed peace of mind and confidence because they now have a proven plan in their hands that they know will deliver real results.

And, there's nothing I'd love more than to give those same things to you. So whether you're starting out, looking to grow your new business, or ready to scale up your existing business and build a strong team, the 90 Day Year Blueprint is here to help. Let's dive in!



VIDEO TRAINING SERIES



Video 1 The High Performance dvantage



Video 2 The 90 Day Achievement Enaine



Video 3 90 Day Year Blueprint





TABLE OF CONTENTS YOUR 90 DAY YEAR BLUEPRINT



YOUR BIG WINS AHEAD



THE 90 DAY YEAR MATRIX The Herman Performance Model



PHASE #1: HIGH PERFORMANCE Setting Yourself Up For Success



PHASE #2: YOUR ACHIEVEMENT PLAN

Create A Focused Game-plan For Your Next 90 Days



PHASE #3: EXECUTION Get On The Field, Work The Plan & Reap The Rewards



HMMM I DON'T KNOW Worries & Struggles You May Have



YOUR BIG DRIVERS

THE 5 STAGES



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YOUR BIG WINS AHEAD

90 DAY YEAR STRATEGY

Become a master at making decisions. Think fast. Act faster.

LEVERAGE LUCK!

Luck in business success doesn't just happen. Those who act and those who act fast, find it more frequently!

MAKE AN IMPACT

90 Day Year creates an intensity of focus and adds in velocity so you see powerful results.



BUILD SYSTEMS FOR SUCCESS

Creating systems as a byproduct of taking action which is the core of the 90 Day Year System

MENTAL GAME OF BUSINESS

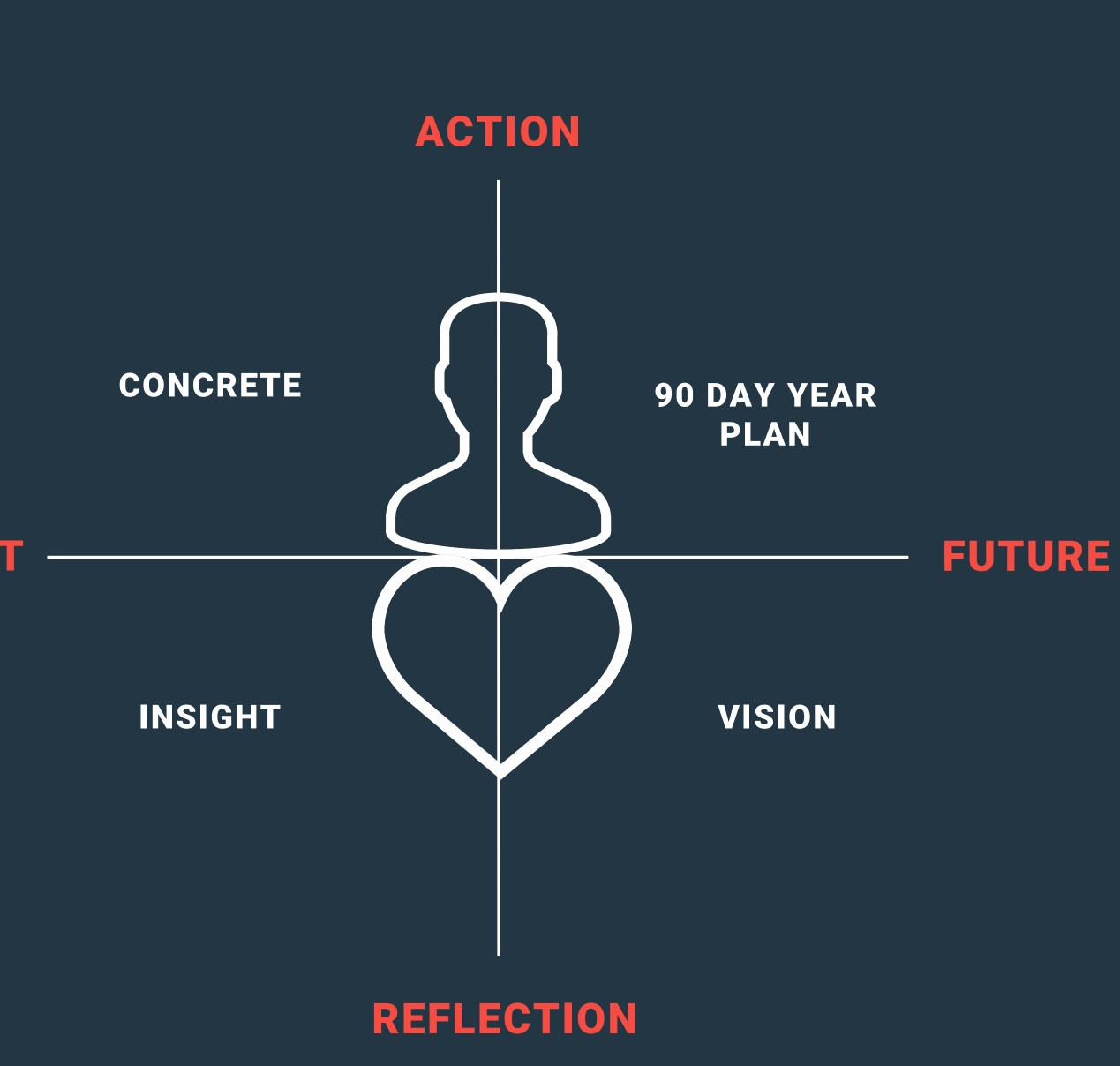
The 90 Day Year System models the mental game of making change happen.

MASSIVE GROWTH. FAST!

Get QUANTIFIABLE results, Fast! Money follows speed. Period.

SOD BAY MATRIX HERMAN PERFORMANCE MODEL

PAST





PHASE #1 SETTING YOURSELF UP FOR SUCCESS

KNOW THE GAME YOU'RE PLAYING

What are the REAL drivers of success in your niche? And do you do them consistently?

CHECK YOUR GAME FILM

Identify what worked & what didn't work with a 'Data Lens'

DEVELOP SELF + BUSINESS AWARENESS

Get faster at knowing what your strengths are and what strategies get the best results.



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PHASE #2

BUILD YOUR ACHIEVEMENT PLAN

CREATE A FOCUSED GAME PLAN FOR YOUR NEXT 90 DAY

CUT AWAY THE CHAINS

Decide. Decide. Decide

SET YOUR PRIORITIES

Finally Know What To Do And Why

COMPRESS THE WHY & BUILD THE STORY

'Short-Sighted Vision' or 'Long-Game Vision'?

BUILD YOUR STRATEGIC ACHIEVEMENT PLAN

Use The O.P.P. Framework And Reach Your Goals

AVALANCHE YOUR GOALS

Dig into the mountain of possibilities and get them out of your head



PHASE #3

EXECUTION **GET ON THE FIELD, WORK THE PLAN + REAP THE REWARDS**

EMPOWER YOUR TEAM

Empower everyone with the 90DY system, so their FULL capabilities are utilized

SCORE YOUR ACTIVITIES

How much are each of the activities you did today worth?

PLUG INTO THE **POWER OF FIVE**

Become a master at making decisions. Think fast. Act faster.

LAUNCH A **2 WEEK SPRINT**

When you look at your calendar do you see a paint by numbers map for hitting those important projects?

DAILY THEMES + PRIORITY MATRIX

How much are your activities worth?

SIMPLIFY SIMPLIFY SIMPLIFY

Dump the Bag of Bricks...

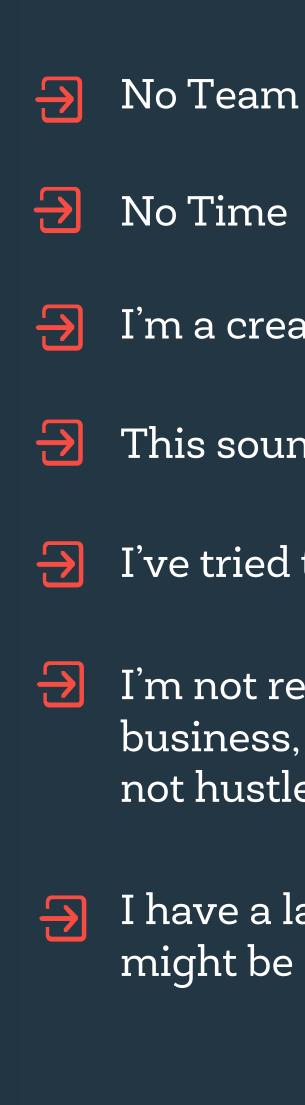
GAME FILM IT

Use a process like the 2-Week Sprint Retro, so you know what's working and not working.

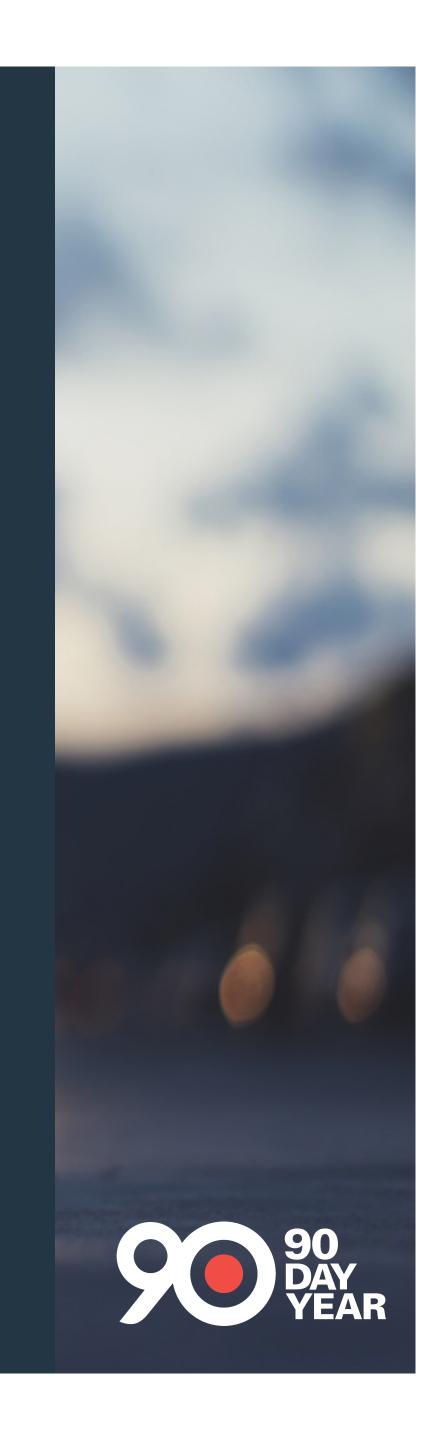
BREATHE

No, seriously, breathe!





- I'm a creative type and I don't like structure
- This sounds like a lot of effort!
- I've tried this before and it doesn't work for me
- I'm not really focused on building a big business, I just want to have a good lifestyle and not hustle really hard.
- I have a large team and it seems like this might be for start up type businesses.



YOUR BIG DRIVERS

INDEPENDENCE

Truly own your day. When you work, how long you work & what work you do.

AMBITION

Experience new things and explore the boundaries of your capabilities

GROWTH

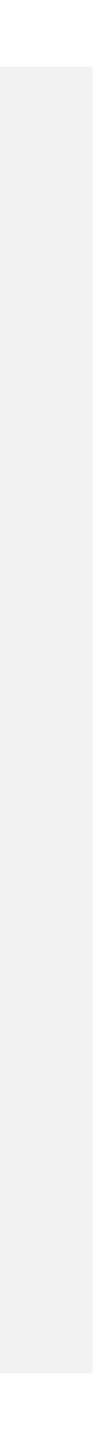
Financial, Mental, Opportunity

IMPACT

Clients & Team, Family & Community

CREATIVITY

Decide. Decide. Decide



5 STAGES OF BUSINESS

Common Goals For Each Stage O_U

02

· FP PM PU FD

OH. SHERRIC UR

LEP DEB

REVENUE AND EXIT GOALS

TAENT, NEW REVENUE AND PERFORMANCE

PEOPLE, REVENUE, PRODUCTION GOALS

REVENUE, MARKETING AND SALES SYSTEMS

SALES, CLIENTS + SUCCESS STORIES

CE



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WELL, MY AMBITIOUS FRIEND, THERE YOU HAVE IT, THE HYPER-CONDENSED 90 DAY YEAR BLUEPRINT.

I've pulled back the curtain just enough for you to take a look at the engine driving the success of so many entrepreneurs and small business owners. But if you noticed from the Blueprint, just one of the training videos you watched features just one element in the entire 90 Day Year System. (The O.P.P. 3 Phase Achievement Model from Video 2, sits in just one of the areas of this powerful system.)

Now you're at a place where you can take the system and implement it on your own. If you're disciplined enough, you can absolutely take the ball from here and run with it. I love hearing from those people who achieve great results once they have the strategies gained through this free training series.

But if you're the kind of person who wants to achieve faster results, dig deeper into step-by-step business trainings, master the art & science of high performance, plus the support and accountability from one of the best entrepreneurial communities in the world, you're in the right place.

Click below.

ENROLL IN 90 DAY YEAR

VIDEO TRAINING SERIES



Video 1 The High Performance Advantage



Video 2 The 90 Day Achievement Engine



Video 3 90 Day Year Blueprint







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 \rightarrow



