

WEEK #5:

The 60-60-30 Solution

This is an approach to managing your time and focus to maximize your results.

We talked before about special states we get into from time to time where we feel really good and we're really productive and perform at our "peak."

Star athletes call this state The Zone. But you can achieve this zone state at work as well: physically, emotionally, and mentally. It's a key to maximizing your productivity and fulfillment at work.

My 60-60-30 solution is designed to get you into this state, so at the end of every day you look back and feel great about all the results you achieved.

Our body has many different rhythms or cycles. One important cycle is called the Ultradian cycle. It lasts 90-120 minutes. We feel energized for 90-120 minutes, then we feel like taking a break and relaxing.

Many people, when we feel this need to rest, instead drink coffee or eat some sugar to "power through" the energy drop. Unfortunately this taxes our bodies and costs us energy in the long term.

Instead, when we honor this natural cycle of expending energy and then recovering it, we can get much more done and feel better doing it, short term and longer term.

The idea with 60-60-30 is for us to use 60 minute chunks of time to focus on a single thing. We put two of these chunks together, then we spend 30 minutes completely relaxing and eating a small healthy meal.

One reason this can be so powerful is because if you don't take these breaks you'll burn your energy reserves, your Will Power, and damage the system that allows you to renew. By taking these breaks, you help your renewal system to heal and become more effective.

The 60's are actually 50 minutes focused on the task, then a short 10-minute break. I use little timer, set it to 50 minutes, then put it to the side of my desk. What's great about this is it frees me to completely focus for the next 50 minutes. I know that I don't need to check emails or voicemails for that 50 minutes. When it beeps, I set it for 10 minutes, then I go stretch, move around, play guitar, and in general do something different.

I also try to take a 20-minute nap during the day. Many famous people in history took naps, and claimed they were a key to their mental productivity. These people include Winston Churchill, Edison, etc.



When you do the 60-60-30 you'll find your ability to focus and get things done will improve dramatically.

Do this for the next 30 days. Start using the 60-60-30 solution in the first 2 1/2 hours of your day. You don't need to try to do it the whole day - just the first 2 1/2 hours of your day for now. Use the focus time to focus on what's the most important things for you to get done each day.

Go get a timer. You can buy timers online or a drugstore for a few bucks, or your phone may have one. The timer is important. Think of it as something that isn't confining you, but is freeing you to give 100% of your focus on the tasks for this short period of time.

Plan out what you're going to do with your two 60-minute sections. Where is your biggest opportunity?

In the mornings, don't check voicemails or emails if you don't have to. That gets you off track. Instead, get your two 60-minute blocks done, THEN check them.

If you do, you'll get done more in those first 2 hours than many people get done in an entire day.

