

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

The most successful business leaders don't try to improve everything at once. They focus intensely on ONE goal for a defined period - typically 90 days.

This approach comes from the 90 Day Year system, a sports performance model developed by Todd Herman for elite athletes and Olympians, now adapted for business leaders.

What makes this framework so powerful is its focus on daily execution - not just planning. Many systems help you set priorities, but they miss the critical component of how those priorities translate into daily actions and consistent review.

When you shorten the game to 90 days and focus on ONE goal, you create structure and freedom simultaneously. The chaos diminishes, clarity emerges, and results follow.

GET ON THE ICE

1. **What do you want to achieve 90 days from now?** Choose one goal in either business, health, or relationships. Be specific about what success looks like.
2. **On a scale of 1-10, how committed are you to achieving this goal?** If you're not at least an 8, 9, or 10, you won't do it. Sevens are dangerous, and anything less is just mild interest.
3. **Create "good," "better," and "best" versions of your goal.** For example: Good = 5 qualified leads/week, Better = 10 qualified leads/week, Best = 15 qualified leads/week.
4. **What's ONE thing you need to continue doing?** ONE thing to stop doing? ONE thing to start doing? ONE thing to do more of? ONE thing to do less of?

QUOTE OF THE WEEK

"The successful warrior is the average man, with laser-like focus."

— Bruce Lee