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ULTRA PRODUCTIVE

The 90-Minute Method to Optimize Focus, Sleep, and Stress

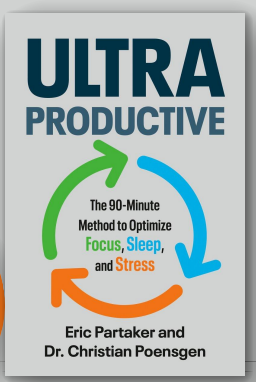
ERIC PARTAKER & DR. CHRISTIAN POENSGEN CEO coach · stress-and-performance scientist

THE 90-90-90 FORMULA

2× focus × 2.5× sleep × 2× stress

"In short, that 90-90-90 formula allows anyone to elevate their productivity by up to 10x" — the authors' own math, built on the 90-minute ultradian rhythm.

NOT FROM THE BOOK authors' articles, publisher text & a reader's review



Stop running like a machine. Work in 90-minute waves, day and night.

The publisher's pitch: we treat ourselves like machines, always "on", and it backfires — poor focus, waking up drained, stress even off the clock. The method rests on *"the 90-minute ultradian rhythm that governs both our days and nights"* and three levers: **focus** (twice as much done, without working more), **sleep** (wake up rested, without sleeping longer) and **stress** (break the cycles, use stress as fuel, without burning out).

FOCUS — 90 MIN / DAY

One 60–90-minute session of deep focus a day doubles your overall output.

500%	5%	15–20%
more productive in flow (McKinsey)	of our time in flow 24 min/day	in flow = output doubles

Meanwhile **85%** of work time goes to collaboration, and we switch tasks about every **three minutes**.

1 · TIME IT: THE 30-3-11 RULE

CHRONOTYPE	SHARE*	FOCUS AT	TEST SCORE
Lark	~14%	~30 min after waking	70+
Third bird	the rest	~3 h after waking	31–69
Owl	~20%	~11 h after waking	30 or less

2 · KILL DISTRACTIONS

Email and group chat off; a site blocker; phone on focus mode. *"The biggest weapon of mass distraction is in your pocket."*

3 · PUSH PAST PHASE 1: POMODORO 2.0

At first resistance is high and focus is low — normal. Set 30 minutes; then choose to go on for 15, 30, 45 or 60 more. *"You'll do so 90% of the time"*.

SLEEP — 90 MIN DEEP / NIGHT

Ninety minutes of deep sleep a night — their figure: up to 2.5× the output, without sleeping longer.

GET LIGHT RIGHT: THE 10-10-10 RULE

10 minutes of sunlight into your eyes **before 10 am**; no bright, blue light **after 10 pm**. It tunes cortisol and melatonin: more energy by day, deeper sleep at night.

GIVE YOUR PHONE A BEDTIME

Per Nischa's reading of the book: let the phone go to bed before you and have a lie-in after you wake, so the day starts and ends screen-free. And check your **pickups** — the book's target is **below 90 a day** (hers was 128). Grayscale mode makes the phone duller and easier to ignore.

> **Where to check pickups.** iPhone: Settings › Screen Time › See All App & Website Activity › Pickups. Android: Settings › Digital Wellbeing (unlocks).

THE BUSY PERSON'S POINT

They write for leaders who feel tired all day despite 7 or 8 hours in bed: the fix is sleep *quality* and timing, not more hours.

STRESS — RESET EVERY ~90 MIN

Interrupt stress about every 90 minutes: their figure is another 2× in output.

THE PHYSIOLOGICAL SIGH

Their fastest real-time reset; do 1–3 in a row:

2 s	+1 s	6 s
deep inhale through the nose	second inhale through the nose	full exhale through the mouth

They also use it to fall asleep after a stressful day.

STRESS AS FUEL

The goal is not zero stress: use it for growth, then switch it off at home. Christian Poensgen's PhD was on exactly this stress–performance link.

THINK IN DECADES

A great career or company takes years. *"It's not a sprint. It's a marathon of sprints."* Ninety-minute sprints, then recovery, sustain the marathon.

> **Tony Schwartz, quoted by the authors:** *"Build at least one period of uninterrupted focus each day for 60 to 90 minutes and see how much more you get done."*

From the review

NISCHA · ERIC'S MENTEE

SHRINK THE PROJECT HER TIP
Write what must exist at the end of the session, not *work on Instagram content*. Ask: *"What will physically exist at the end of this session that doesn't exist right now?"*

PROTECT BEST HOURS FROM BOOK
Took the chronotype test: third bird. No email, admin or meetings in her peak window.

LESS TIME HER TIP
Parkinson's Law: a hard deadline (hers: Sunday 1 pm) beats endless polishing. Set a timer; when it rings, you're done.

LOOK AFTER YOURSELF BOTH
Move daily, eat well, 7–9 hours of sleep, water, mental health — the base every system needs.

USE IT MONDAY

- Take the chronotype test; put one 60–90-min block at your peak.
- Start it with Pomodoro 2.0: commit to just 30 minutes.
- Check your pickups; aim below 90. Phone bedtime tonight.
- 10 minutes of morning light before 10 am.
- One physiological sigh between meetings.

FOR OUR BUSINESS — CFC · HALCYON · AVIOLOGY

- **Fatigue is a safety issue for us.** Instructors, students and mechanics are safety-critical; teach the 10-10-10 light rule and phone bedtime as part of fatigue awareness.
- **Match shifts to chronotypes** where we can: larks on dawn circuits and early maintenance, owls on evening ground school.
- **Protect one focus block per manager**, with dispatch covered, for the work that grows the business.
- **Teach the sigh** before checkrides and exams, and in AOG pressure in the hangar.

READ WITH CARE

- We have not read the book; it comes out Oct 20. Details may differ.
- "Up to 10x" multiplies three separate claims; treat it as a ceiling, not a promise.
- The McKinsey flow figures are executives' self-estimates (our note).

HOW THIS PAGE WAS MADE. The book was not available (on sale Oct 20, 2026). Built from: Dr. Christian Poensgen's own newsletter articles on the method (Oct 12, 2023 and May 30, 2024), the publisher's description (Penguin Random House), and the auto-captions of Nischa's video *How to be so productive it feels illegal*. *Lark and owl shares are from Nischa's summary of the book. Every quote checked word for word against those texts.

"It's not a sprint. It's a marathon of sprints." — CHRISTIAN POENSGEN