



THE 90 / 20 PRINCIPLE

The best brain science shows that productivity and creativity are maximized when we work in sprints and breaks such as:

90 MINUTES OF HIGHLY FOCUSED WORK followed by 20 MINUTES OF RESTORATIVE REST

YOUR BRAIN'S TWO MODES

Psychologists have discovered that your brain is almost always in one of two modes:

MIND WANDERING MODE:

- Allowing your mind to do whatever it wants
- Effortless
- Feels like mental "relaxation"

STAY ON TASK MODE:

- Directing your mind to pay attention to a task
- Effortful
- Feels like mental "work"

WHY DOES THIS MATTER?

If you want to get the most out of your brain, you should design your day to alternate between these two modes. So...



DON'T:

Spend 8-10 hours a day in "stay on task" mode (which is what most of us do by default). It's a recipe for exhaustion, depleted creativity, and even poor decision making.



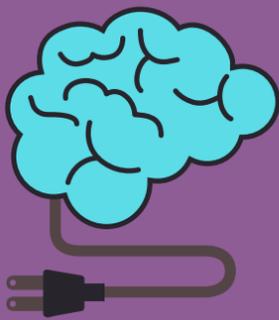
DO:

Schedule and take breaks, about 20 minutes each, and after no more than 90 minutes of focus. Your brain needs a rest, and when you provide it, everything changes.

WHAT HAPPENS DURING A BREAK?

RECHARGE

Your brain works like a battery. It doesn't function efficiently or effectively without plugging in. Taking breaks allows your brain to recharge so you can tackle new challenges refreshed.



INTEGRATION

Your brain needs time to make sense of the previous 90 minutes. It's integrating, consolidating, and associating information. Taking a break increases your chances of having an "aha" moment.

THE MOST RESTORATIVE ACTIVITIES FOR YOUR BRAIN:



Face-to-face social interactions



Making art, doing a creative hobby, or listening to music

Meditation, deep breathing, or any spiritual practice



Exercise, physical activity, or movement of any kind



Playing with kids, animals, or friends



Spending time in nature by taking a walk or just stepping outside

CURIOUS TO LEARN MORE?

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