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MINDSET & DISCIPLINE

Own Your Morning: The 5 AM Club and the Victory Hour

How you start your day quietly sets the ceiling for it. Robin Sharma's 20/20/20 formula is a simple, powerful way to win the first hour — and with it, the day.

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Robin Sharma puts it plainly in The 5 AM Club: own your morning, elevate your life. How you spend the first hour of the day quietly sets the tone — and often the ceiling — for everything that follows. Win that hour, and you start every day already ahead. Lose it to noise and reaction, and you spend the rest of the day catching up.

The Victory Hour

Sharma calls the first hour the Victory Hour, and he splits it with a simple structure he calls the 20/20/20 formula. The point is not the precise clock time — five o'clock is a symbol, not a law — but the principle: claim a quiet hour for yourself before the world starts making demands.

> **FIGURE**
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> The 20/20/20 formula: 20 minutes to move, 20 to reflect, 20 to grow.

- Move (20 min): exercise hard enough to sweat — it sharpens the mind, not just the body.
- Reflect (20 min): journal, pray, plan — get your inner world ordered before the outer one.
- Grow (20 min): read or study — feed your mind something better than the news feed.

The order matters. Movement wakes the brain and lifts your state; reflection settles and directs you; learning compounds. Twenty quiet minutes of reading a day is over a hundred hours of growth in a year — a serious edge built from a small, repeatable habit.

Why the quiet hour changes everything

Most people start the day on the back foot — phone first, other people's priorities first, reacting before they have even thought. Owning the morning reverses that. You decide who you are and where you are going before anyone else gets a vote. That sense of having already won something carries into every meeting and decision that follows.

> **A QUIETER THOUGHT**
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> There is an old pattern here. The Gospel notes that very early in the morning, while it was still dark, Jesus rose and went to a solitary place to pray (Mark 1:35). And the Scriptures remind us that his mercies are new every morning (Lamentations 3:23). The quiet first hour is not only productive — it can be sacred, a place to receive strength before you spend it.

The bottom line

You do not have to wake at five. You do have to own your morning. Claim a quiet hour to move, reflect and grow before the day claims you — and watch how owning the first hour quietly raises the ceiling on all the rest.

Sources

- Robin Sharma, The 5 AM Club — the Victory Hour and the 20/20/20 formula.
- Mark 1:35; Lamentations 3:22–23.

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