

Your high-performance pathway to become an
EXECUTIVE ATHLETE



EXECUTIVE ATHLETE

Name:

Date:



WHY IS THIS REPORT VALUABLE?

This report was created for, and will benefit, three groups of people.

EXECUTIVE ATHLETE

1. THE MACHINE

The machine keeps moving forward no matter how they are feeling. They may experience the signs of executive decline – fatigue, disengagement, pain, obesity – but they just aren't paying attention. They make excuses, shrug their shoulders and mutter the words, 'I'm getting old.'

Action: Use this report for fact-finding and reflection. Your objective is to gain awareness and ownership of the problem, which is your health. Then, focus on creating a compelling vision of what you want. To achieve it you will have to make one change: you must raise your standards. It may be boring and basic, but it's the truth.

2. THE SURVEYOR

The surveyor looks for the best tools, maps and mentors. They understand the level of commitment that it takes to succeed and want to feel confident on the path ahead before they commence.

Action: Use this report to help find the people in your circle who will be your champion; after all, it's no secret that people achieve goals in groups. Also, identify the health behaviours you need to improve, and then model the routines of people who achieve these goals every day.

3. THE ENGINEER

The engineer knows they have a problem. They have found the blueprint and have taken action, but their results have been average. They are looking for a better way.

Action: Use this report to help you prioritise the actions you need to undertake to achieve premium health. Before you can do this, you may need to overcome an inner conflict and accept that your health can no longer be an afterthought – it must be as important as (if not more important than) your next work project. Success requires sacrifice, and if you are not where you want to be, consider whether your behaviour is in line with your goals.

UNTIL YOU ARE AN EXECUTIVE ATHLETE YOUR FULL-TIME JOB IS TO BECOME ONE

You will see in this report four core elements, each represented by a point of the compass, that allow you to become an Executive Athlete. There is no doubt that you need all four points of the compass, but you need to find the balance within and between each.

Strike the right balance and you find yourself at the point where the four elements intersect: at that intersection is the Executive Athlete, an individual who radiates health and feels invincible.

This report is for people who want to feel this way. It's for people who are time-poor and responsibility-rich. It's for people who have dedicated their life to their career and in the process have sacrificed their physical fitness, mental health and personal relationships. The compass will guide you back to the centre, and make you happier, healthier and abundantly more successful.

I have developed this system over the past 13 years working as a sports scientist, training executives and helping them realise an extraordinary quality of life. I have worked with more than 1000 clients from 35 countries around the world and have built a reputation for achieving phenomenal results, especially for those who have very little time to dedicate to their health and exercise.

A black and white photograph of a man in a gym, performing a deadlift. He is in a low, powerful stance, lifting a barbell. Several other people are visible in the background, some standing and watching, others working out. The gym has various equipment like racks and ropes visible.

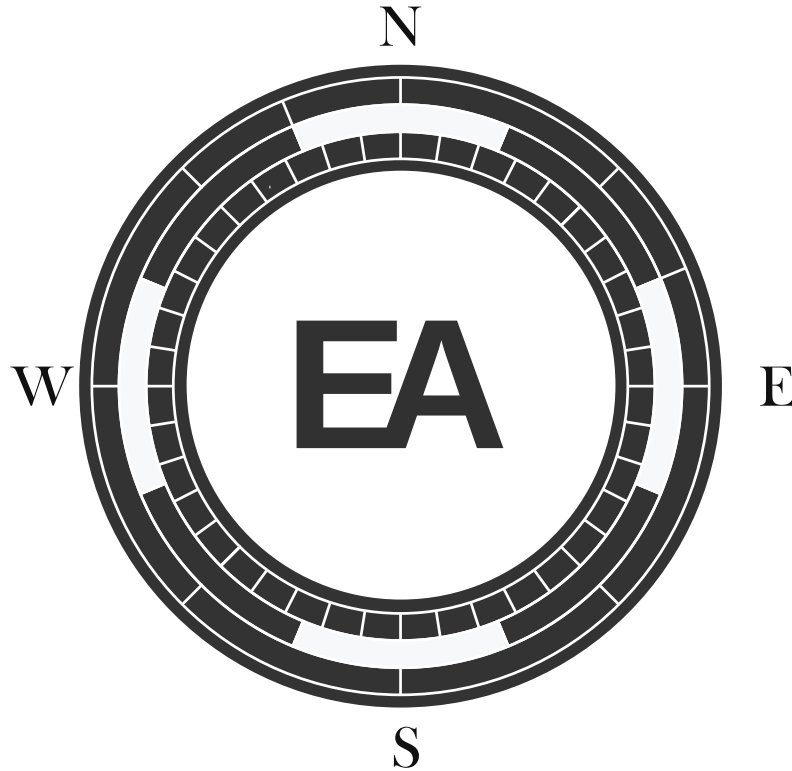
EXECUTIVE ATHLETE

In each of my success stories I did nothing other than focus my clients on the four compass points outlined in this report. As a result the Executive Athletes have reported the following.

- They solved a problem (their weight) that had eluded them for a lifetime.
- They have found new levels of joy in their home life with their spouse and children.
- They now inspire rather than command.
- They find that little bit of magic within their work team to produce a result that goes beyond their expectations.
- They have developed an ability to engage with people with great ease and in more meaningful ways, which produces remarkable results in their personal and professional life.
- They have immense resilience to the demands of interstate and international travel.
- They take great pride in the example they set for their family, especially their children.
- Through successful weight loss they find the solution to the ongoing physical pain and laboured movement that a weak frame supporting too much weight has caused them for years or even decades.
- They have developed the ability to take on higher and higher levels of risk by pushing aside any self-doubt and deciding to just go for it.
- They are also able to slow their mind, to be calm and focused, and to ask how they can help their team members – and then really listen.

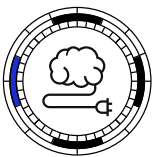
WHAT IS YOUR SCORE?

Congratulations on completing the Executive Athlete Scorecard.



METHOD: The Compass

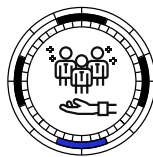
None of the four compass points are revolutionary on their own. Each compass point contains a distinct methodology and unique set of skills that anyone can learn and develop. The Executive Athlete Scorecard gave you a score for each compass point. Later in this report we will discuss how you can improve your score in each compass point.



W.ork and Rest Management

Can you change a low-energy state into a high-energy state? Even better, can you prevent a low-energy state?

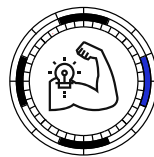
YOUR SCORE



S.tress Management

Do you feel in total control of the achievement of your personal goals? When everything is on the line, do you control the game like the playmaker of a championship-winning team?

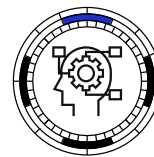
YOUR SCORE



E.xercise

Have you developed a body that is immune to physical pain and gives you the confidence that you can physically rise to any challenge?

YOUR SCORE



N.utrition

Have you created the correct food environment for sustained weight loss and life-long change?

YOUR SCORE

PLAYER RATING

You also have a Player Rating that relates to your development as an Executive Athlete. Using the answers from the scorecard, your level of development is rated in the following three areas.

SYMPTOMS STANDARDS MASTERY

1. SYMPTOMS

Age is, indeed, an uncontrollable variable but it doesn't account for the increase in the four symptoms of executive decline – fatigue, disengagement, pain, obesity. The scorecard isn't just about the executive's expanding waistline. No, this is about deterioration of physical, mental and emotional capability.

A high rating indicates that you exhibit the symptoms of executive decline.

2. STANDARDS

The difference between the executive and an Executive Athlete is their standards. When it comes to your health you can't be 80 per cent good and 20 per cent terrible and expect to have 100 per cent results. This ratio can work in other aspects of your life, but when it comes to your health, and especially weight loss, 80 per cent good creates far less than 80 per cent of the result.

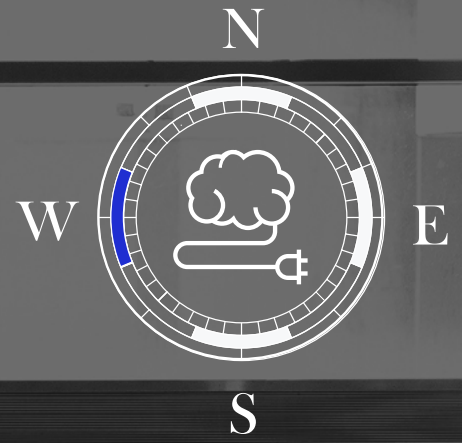
A high rating indicates that you exhibit the standards of an Executive Athlete.

3. MASTERY

An Executive Athlete has learnt to master a specific set of skills. These skills have become part of their identity – fundamentally part of who they are. When this occurs an Executive Athlete believes they are invincible, allowing them to feel and act in a way that lets them pull away from the pack.

A high rating will indicate that you feel and act like an Executive Athlete.

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W.ork & Rest Management

SCORE:

IMPROVE YOUR SCORE FOR **W**.ORK & REST MANAGEMENT

Fatigue makes fools of us all. It robs us of our skills, impairs our judgement and blinds us to creative solutions. When the going gets tough, it is not generally the most talented who win - it is the best conditioned, the most determined.

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Aside from gaining more technical expertise and experience, the executive who is able to fight fatigue will discover new levels of performance by displaying greater strength in the following areas.

CURIOSITY: How willing are you to learn? How much are you willing to grow? Most importantly, how willing are you to learn about yourself?

INSIGHT: How do you take a plethora of information and use it to drive a new strategic insight or a new way of doing things?

ENGAGEMENT: How and whom do you engage? Can you engage up, down, left and right within the hierarchical levels of an organisation?

RESILIENCE: How able are you to bounce back and pivot in an instant, remaining in motion at all times? This is extremely important in volatile and uncertain environments.

Each of these qualities is an excellent indicator of the executive's energy levels. The greater the energy reserves, the further the executive is willing to push into each of the four elements listed above.

When we work directly with our clients, we monitor their sleep duration and sleep quality; but to create effective work and rest management requires much more than that. An integrative medical doctor will complete a neurocognitive assessment and evaluate the client's cardiovascular response to stress. We will also complete a full blood profile to determine if there are any hormone, blood-sugar, vitamin, heavy-metal or food-allergy irregularities that can be improved through a prescribed supplementation program.

A tired executive's life can easily spiral out of control, because they are typically not good at asking for help. When it comes to beating fatigue, there is little awareness of the help that is available through relatively new practices in integrative medicine. For the executive who consistently wakes up feeling fatigued, this is the help they have been looking for.

SEVEN ACCLERATORS OF FATIGUE

Fatigue is a state caused by a failure to look after your brain. It is the first symptom of executive decline and is related - either directly or indirectly, depending on the circumstances - to failing to uphold the following seven standards.

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1. THINKING SLEEP IS NEGOTIABLE

When an executive is backed into a corner the first thing they give up is sleep, which limits their ability to create novel solutions to complex problems. Their weight is one such complex problem. Half of those who sleep fewer than five hours each night are obese – this isn't a coincidence.

2. STIMULANTS BY DAY, DEPRESSANTS BY NIGHT

Caffeine, sugar and even nicotine are spaced throughout the day so that fatigue can never set in. Sleep is induced with alcohol, but both caffeine and alcohol disrupt the sleep cycle, creating a recipe for chronic exhaustion.

3. DISRUPTIVE SLEEP ENVIRONMENT

This can be internal – such as drinking fluids in the four hours before bed, which leads to awakenings to go to the bathroom. Or external – such as noise, an active partner, a pet on the bed, a light in the room or poor temperature control.

4. INSULIN RESISTANCE AND DIABETES

Insulin resistance causes the blood vessels in the brain and the brain cells themselves to experience dysfunction, disease and eventually death.

5. UNCONTROLLED DAY-TIME STRESS

Uncontrolled levels of the stress hormone cortisol will not only delay sleep, it will cause a decrease in the size of the brain, heart, liver and muscle mass, plus an increase in body fat.

6. OBESITY

Increased body fat causes inflammation of the brain, which can lead to such significant damage that obesity is correlated with decreased brain size – bigger belly, smaller brain.

7. PHYSICAL INACTIVITY

Low levels of Brain-Derived Neurotrophic Factor (BDNF) are linked to a poor-functioning brain, depression and dementia. They are brought on by physical inactivity, which also causes poor circulation, limiting the delivery of much-needed oxygen and nutrients to the brain.



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**SEVEN WAYS TO SCORE HIGHER FOR
W.ORK AND REST MANAGEMENT**

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1. WHERE YOUR FOCUS GOES YOUR ENERGY FLOWS

Tired is a state of mind. Competitive distance runners who are running at their maximum will somehow find an extra level of effort when the finish line is in sight. When you are tired you have a choice – focus on how tired you are or focus on why you are doing what you do.

2. CHANGE YOUR PHYSIOLOGY (UP)

Do you have a pre-set routine to change your physiology? Changing your posture, breathing, facial expression and increasing the sound of your voice or physical activity have all been proven to lift your mood and arousal.

3. MENTAL COMPARTMENTALISATION

When we try to pre-empt the future and overthink its endless possibilities, we distract ourselves from the present. It is every executive's challenge to stop asking 'What if?' – those who have mastered mental compartmentalisation, who only think about work when they are at work, can escape to a place of deep rest and uninterrupted sleep.

4. SPATIAL COMPARTMENTALISATION

If you want to make your bed a place of rest, your mind and body need to associate it with sleep, not digital distractions. Sure, you can afford a large house with a big-screen TV in the bedroom and a digital device on every flat surface, but by letting these screens invade your sleeping space you are creating a sub-optimal sleep environment.

5. CHANGE YOUR PHYSIOLOGY (DOWN)

An executive role is complex and requires high levels of critical thinking that are performed best when arousal is low. Being able to stay calm by consciously decreasing your pulse, blood pressure and breathing rate will allow you to make better decisions, reduce stress and find relaxation that will allow for deep sleep.

6. ASK FOR HELP

Feeling consistently tired is not normal. Ask your doctor or specialist to complete a full health check to look for any irregularities in your cardiovascular, hormonal, physical, digestive or mental health.

7. PRIMING

This is meditation for people who can't meditate. Put some music on and change your physiology by taking several large deep breaths before settling into a calm, peaceful state. Close your eyes and let your mind relive three moments where you felt immense gratitude. When you feel gratitude you can't feel anger or fear – the two emotions that block our thoughts. For the next three minutes focus on what you want for your friends and family, and in the last three minutes focus on what you want to complete that day. When imagining each experience, concentrate on the feelings that each experience brings you.

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S.tress Management

SCORE:

IMPROVE YOUR SCORE FOR S.TRESS MANAGEMENT

When you compare top athletes or top executives with their peers, there is very little difference in their skills or experience. What defines an Executive Athlete is the ability to perform at key moments. They risk it all when others hedge their bets. These are the moments that create greatness.

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When an Executive Athlete is in charge of their health, they feel in total control of their mind and body. They see and predict problems before they occur. They attract opportunities that no one else in the organisation can create. They share this positive energy with the team, giving each member the opportunity to grow and flourish. But, when the problem requires some brute force they are not afraid to punch through and do the hard work themselves.

The Executive Athlete understands that moments of greatness are created by entering into and managing higher and higher levels of risk. The pressure created by this level of risk is something that can't be passed on to the team; it must be absorbed. The Executive Athlete may get knocked down, but they are quick to get up and be first to congratulate the team member for getting the right result for the team.

When a career-defining moment arrives for the Executive Athlete time stands still. This is where every element of their preparation pays dividends – the adequate rest, the ability to handle stress, and the high-quality nutrition. The executive remembers every training session where they pushed outside their comfort zone and won. They know that each session on the treadmill wasn't just about improving their health; they were also learning how to persevere when life gets hard.

When we work with our clients in the High Performance Program we make sure the executive doesn't get trapped into thinking they just have to grind away on their own. In fact, the most successful Executive Athletes are the ones who make it a game and recruit the support of their team in the process of losing 20 kilograms.

It is easy to predict the executives who will make the process harder than it is. They are the ones who will speak negatively, tell no one, say 'I can't' ... all the hallmarks of a negative team member whom they would never hire. The key is to quickly break this cycle. Once the executive is rested, stress management becomes the most important element.

Before success can occur, the first person who has to believe that it will happen is you.



STRESS IS BENEFICIAL FOR PERFORMANCE

Stress is not a feeling. Stress is a series of physiological changes that occur as our body prepares us for a situation that is important to our survival. Our pupils dilate to let in more light, our hearing becomes sharper, our muscular strength increases, our breathing rate becomes more rapid. We are ready for action.

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Stress is not something to be avoided. It is actually beneficial – and it is important that you view it that way. The physiological changes explained above create a heightened sense of awareness that allows you to push the boundaries of your talent and skill. What determines if stress is destructive or beneficial is your ability to control it.

Stress is detrimental to performance if your physiological response is unrestrained. The raging thoughts in your head, rising blood pressure, increasing heart rate and rapid breathing will create negative consequences to your health and decision-making.

We will cover how to control your stress response in a moment, but first just check that you avoid these three actions that accelerate your stress response.

1. NOT ASKING FOR HELP

There is an inflating of the ego that comes with professional overachievement. As justified as this ego might be, it is surprisingly fragile. The executive wants and expects to be as good at weight loss and health as they've been at managing their career. The executive needs to understand where their professional expertise has reached its limit and be willing to ask for assistance.

2. LOSING FAITH

Many executives have attempted to improve their health and weight, but for many reasons they have failed. They convince themselves that the pleasures that come with a healthy mind and body are out of their reach and they give up. The irony is that the executives who believe they have no power to take control of their body are the same executives who believe they have the power to change any circumstance within their work environment.

3. NOT LETTING GO OF THEIR LOSSES

The reason they lose faith is because they give too much energy to their losses. Every successful person knows that if you haven't failed, it is because you haven't taken any risks. For an executive to be resilient, one of the most important skills for success, they must be able to lose and then immediately try again.



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FIVE WAYS TO IMPROVE YOUR SCORE FOR **S.TRESS MANAGEMENT**

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1. FIND A PURPOSE BIGGER THAN YOURSELF

People will often do more for those they care about than they will do for themselves. How does your executive role contribute to the lives of the people you care about most? When you connect your actions to your legacy and contribution to the world you will find more energy, resilience and happiness. So, create a compelling mission bigger than yourself and then align your actions to your achieving that mission.

2. CHANGE YOUR EMOTIONS

The quality of your life is related to the quality of your emotions. Just like your fitness you can train yourself to feel strong, passionate and positive by changing what you focus on and what you give energy to. It is easier to feel emotionally strong when your body is physically strong.

3. DEVELOP A TRIGGER

Once you can recognise the physiological response that your body produces under stress and why, it becomes possible to control these reactions. Slowing your breathing rate, taking your time to react, using positive language or even humour and keeping a cool head are all triggers you can pull when you need to control your stress response.

4. DEVELOP A GROWTH MINDSET

A fixed mindset believes that your skills are immovable traits, not traits that can be developed. A man who is stuck in his ways has a fixed mindset. A growth mindset believes that, yes, individual skills can differ widely from person to person, but everyone can acquire new skills through application and experience. Do you choose a fixed or a growth mindset? Do you choose to conquer or be conquered?

5. START SHARING

Think about what you do when you get good or exciting news: you call somebody you love and share it. Sharing enhances everything you experience and it gives you peace when life gets hard. Speaking about feelings can be difficult, but it is possible and even enjoyable in a safe, supportive relationship where there is understanding and shared experience



E.xercise

SCORE:

IMPROVE YOUR SCORE FOR **E.XERCISE**

Imagine you are restoring a vintage car that has been rusting in a farmer's field. It has 45-year-old brakes, suspension, axles - the lot. What's the first thing that you would do to make the car roadworthy again? Would you start with the engine? Would you add power and torque and then take the car for a drive? What would happen to the car? The old brakes and suspension would probably fail before you reached the end of the block. The added power would only accelerate the rate at which the old girl is deteriorating.

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This is similar to what happens when you try to add strength and power to an executive who has spent the best part of the past decade or two sitting behind a desk. The hours upon hours of sitting each week results in stiffness, especially around the hips and thoracic spine.

To create an Executive Athlete, we need to start with the basic skills of movement. We need to ensure that the executive makes it beyond the end of the block. They must possess the freedom of movement that the athlete enjoys if they are going to become an Executive Athlete.

A lack of time is the number one reason an executive fails to exercise. The executive who thinks they have won because they stayed at work for an extra hour has missed the point. They have failed to see the hidden ROI of exercise: that exercise creates the unwavering commitment that it takes to be a great leader.

Exercise is part physical and part mental. When you exercise your body, you exercise your mind as well. The mental side is defeating the little voice inside your head that says, 'I'm tired. My lungs are about to burst. I'm hurt. I can't continue.' This little voice makes you want to quit. When you learn how to defeat this voice in your training, you'll not only create a stronger and healthier body, you'll also train your mind, making it more resilient.

When we work with our clients we first put them through a full movement screen with a sports physiotherapist who has vast experience looking after elite athletes. Our physiotherapist works alongside a sports scientist to create a movement program that forms the first phase of a four-step model that ensures that unhealthy and out-of-shape executives can transform into athletes without injuring themselves.



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4

**THE FOUR PHASES OF EXERCISE
PROGRAMMING TO BECOME AN
EXECUTIVE ATHLETE**

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1. MOBILITY

Joints and muscles that have grown rigid after years of restricted movement are highly uncooperative. Overcoming the body's resistance to movement is a monumental challenge in itself. Fortunately, this phase, though challenging, is mercifully brief. Progress is swift and results are almost instantaneous.

2. STABILITY

To be able to apply a force on the ground or a weight, the joint must first be stable. The hips, lower back and scapula (shoulder blade) are key body areas that must be specifically trained for stability. Overweight executives always have instability in one of these three areas, if not all three.

Rookie trainers and overly enthusiastic executives often overlook the first two steps. Without mobility and stability, dramatic improvement will be forever out of reach. Becoming an Executive Athlete starts with ensuring that the knees, back and shoulders are all prepared to withstand the strain that intense activity will place on them. This is the fastest way to build strength and endurance while remaining injury free.

3. CONDITIONING

This phase gives the executive a chance to quantify their effort and progress. Each session is about reaching a new number. This is how they will find levels of performance they haven't reached before.

This is not a place for heroes. It's the cowboys who injure themselves or those they are training. An injury is the very definition of backward progress. To become an Executive Athlete, you need to aim for conditioning that will keep you on the training field not only today but tomorrow as well.

4. SKILL

This is the question that puzzles many executives when I first introduce them to the compass. I ask them, 'When you are fitter, faster and stronger than ever before, what are you going to do differently? What will you do with your newfound physical powers?'

The answer to these questions is how you transform training from a 'should do' to a 'must do'. The four phases of programming aren't just about getting healthier and fitter, they are about using exercise to allow you to experience more fun and happiness with physical movement. When you create compelling answers to these questions, making a life-long commitment to exercise will come naturally.

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**THE ONE SKILL TO MAKE A LIFE-LONG
COMMITMENT TO E.XERCISE**

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The continual improvement of endurance, strength and power is a fantastic motivator, but to rediscover the joy of movement requires the development of a skill. This can mean any task that is physical: one that is assisted by your newfound fitness and that you are motivated to do because of its pure enjoyment.

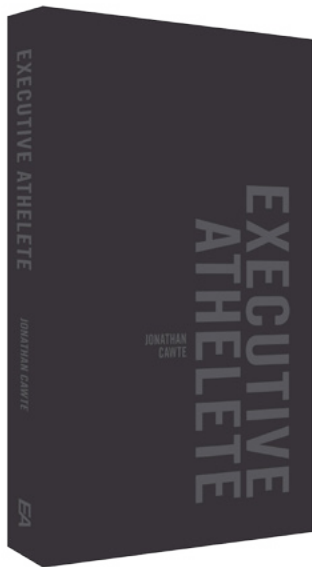
Many executives fail to make it to this last stage. If you just train in the gym or on the track, you are always grinding away to get a result. Where is the fun in that? What physical movement do you do for its pure enjoyment?

Developing a skill – such as stand-up paddle boarding, surfing, bike riding, hiking, horse riding, sailing, golf or any other sport – is how you make training worthwhile. It's not just about getting healthier and fitter; it's also about using fitness to make you happier and to open up new domains of pleasure and achievement.

Developing a skill unlocks the state of flow (the feeling of being in the zone) within movement. Once you've found flow in movement, you will crave it. These cravings will only deepen once you include the ones you love the most.

These skills are rarely practised alone. They are an opportunity, for example, for a parent to bond with their child away from the distractions of smart phones and tablets. Each second spent with them is a chance to lead by example and, by doing so, influence the kind of person they will become.

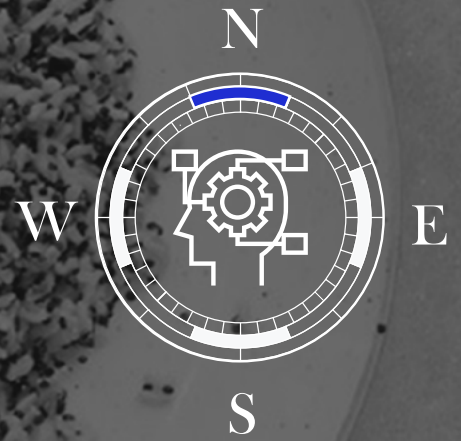
HAVE YOU DOWNLOADED YOUR COPY OF THE BOOK?



Based on the newly released book Executive Athlete and developed over the past 13 years training more than 1000 executives from 35 countries around the world, this method has built a reputation for achieving phenomenal results, especially for those who have very little time to dedicate to health and exercise.

[DOWNLOAD BOOK HERE](#)

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N.utrition

SCORE:

IMPROVE YOUR SCORE FOR N.UTRITION

The order in which I have presented the compass is important. Each compass point builds on the last. The changes that occur in the mind and body as you conquer one compass point improve your ability to succeed with the next. Each of the four points of the compass is the antidote to one of the four symptoms of executive decline – fatigue, disengagement, pain, obesity.

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The overall goal of the compass is to create change for life – change you will be able to achieve when you create the conditions that make sustainable weight loss possible.

If you find the prospect of changing your relationship with food a little daunting, don't worry. If you feel that adhering to a nutrition plan is an unrealistic goal, that's okay too. You've only now been given the opportunity to use the power of the compass to create a high-performance environment.

A number of automatic behaviours need to be either removed or repurposed in order to create this environment. Even if this sounds beyond what you can accomplish, the other steps of the compass will give you the run-up you need to clear this hurdle. The compass will help you to solve this problem once and for all.

You will come across opportunities to destroy your results multiple times each day. The choice is simple: either you continue on the path you have committed to or you return to the habits that you have worked so hard to overcome. At the end of one path is health, happiness, strength and success; at the end of the other is disease, discomfort, dissatisfaction and an early death.

I have worked with executives who have executed their food plan meticulously all week only to have their results completely erased by one evening of gastronomic indulgence or hard drinking. Seven days of work can be undone in less than an hour of out-of-control eating. This is why we save nutrition for last: to be truly in control of your eating habits, you'll need to have everything else in place.

Nutrition is the hardest compass point to master. When we work with our clients we use the same strategy that an executive adopts when confronted with a problem they lack the time or resources to solve on their own – we outsource.

Outsourcing your nutrition means shifting the responsibility of preparing and delivering your meals to a professional organisation with the skills and experience needed to prepare balanced, nutritious and portion-appropriate meals. This is the secret weapon that an Executive Athlete uses to achieve what others can't.

THINGS TO CONSIDER RIGHT NOW WITH YOUR NUTRITION

The mechanics of weight loss are quite simple: create and maintain a calorie deficit by modifying your nutrition. The following five areas were designed to give the executive a framework to create a calorie deficit without endlessly counting calories. This framework focuses on reducing caloric intake while at the same time replacing high-energy foods with low-energy, nutrient-dense options so that you will still feel satisfied at the end of the meal.

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1. ALCOHOL

When it comes to weight loss, alcohol is like cigarettes: just as there is no healthy number of cigarettes to consume in a day, there is no amount of alcohol that will help you lose weight. Each drink does you harm; even as little as two standard drinks is enough to accelerate cravings for fat and sugar and to inhibit your ability to regulate your meal size.

2. MEAL FREQUENCY

Eating small meals and more often are twin strategies and must be implemented at the same time. The objective is to prevent the uncontrollable cravings and poor mental performance created by low blood sugar.

3. PORTION SIZE

This is the most important and most frequently overlooked area of weight loss. Once you have increased your meal frequency to four to five meals per day the objective is to just eat enough until your next meal. This is the Goldilocks approach to meal design: you're looking for the perfect zone between too much and too little.

4. PROTEIN

All calories are not created equal. Protein – far more than carbohydrate, fat and alcohol – is the macronutrient that alters the hormones that control appetite. A source of protein should be consumed at all main meals and if possible it should also be incorporated into snacks. Protein is what will make you feel satisfied on the lowest number of calories.

5. VEGETABLES AND FRUIT

Dramatically reducing how much alcohol you drink will help you slash your caloric intake. Protein will give you that full feeling without the need to pile your plate high. Vegetables and fruit are the low-energy foods that will complete the picture and should be consumed at EVERY meal.

WHAT TO DO ABOUT CARBS?

How you answer this question will depend a great deal on your genetic make-up. The genetic hand you've been dealt might make this seem unfair, but it won't stand between you and losing 20 kilograms unless you let it. Carbohydrate-rich foods such as potatoes, rice, grains, bread and sugar are best consumed immediately after exercise. The only way to find the right balance of carbs and proteins for you is to keep a food diary and track your weight-loss results.

A black and white photograph of a man in a three-piece suit, standing with his hands on his hips. A large, semi-transparent number '6' is overlaid on the left side of his torso. The background is a textured, mottled grey.

EXECUTIVE ATHLETE

THE SIX HUMAN NEEDS

Procrastination is the perfectionist's shadow. We use procrastination to distract us from facing our two biggest fears: I am not good enough and I won't be respected or loved.

EXECUTIVE ATHLETE

Waiting for the perfect moment or deferring what you want to another time is the stuff of deathbed regrets. As an executive you know that any significant success requires a level of risk. But what if you didn't see this commitment as a risk? What if you were addicted to making the changes required to be an Executive Athlete?

Addiction can be explained by six human needs. When anything that we do or believe satisfies at least three of our needs we become addicted to it. The answers to the following questions associated with each need are designed to uncover your motivation for improving your health and developing an addiction to becoming an Executive Athlete.

1. CERTAINTY/COMFORT

This is a survival mechanism. Certainty is the absence of pain and stress to allow us to create pleasure. It's related to your 'risk tolerance' – the more certainty you crave the less risk you will be willing to take or emotionally bear.

How can premium health help create less pain to allow you to feel more pleasure?

How can superior health assist you to gain the confidence to take more risks?

2. UNCERTAINTY/VARIETY

To live, we need variety. We need stimulation and the unknown, otherwise we can feel dead inside. We even need problems, because without something to push against we won't grow.

How can more energy create more excitement or variety in your life?

How can premium health help you develop greater resilience and creativity to solve problems?

3. SIGNIFICANCE

We all need to feel important, special, unique or needed. You can gain this feeling several ways: positively, through achievement; aggressively, through dominance; or passively, by complaining to seek pity.

How can superior health help you achieve at a higher level?

What makes you feel proud and how can you get more of it with premium health?

4. LOVE AND CONNECTION

When we love completely we feel alive; it's what we all want and need most. But the potential for pain lets us settle for connection, the crumbs of love.

How can superior health increase your ability to love or to be loved?

How can premium health end thoughts that you aren't good enough? What if you never held back?

5. GROWTH

If you're not growing, you're dying. It doesn't matter how much money you have; if you, your relationship or business isn't growing you won't experience real fulfillment.

How can superior health help you to grow in your relationships, career, talent and skills?

How do you determine if you are successful? How can premium health help create greater success?

6. CONTRIBUTION

Life is about contributing beyond yourself. Life is not just about what you get, it's about chasing those moments when you do something just because you know it's right and makes you feel incredible.

How can superior health help you have a deeper and profoundly more positive effect on others?

What makes you feel amazing inside and how can you get more of it?

EXECUTIVE ATHLETE

**VISIT WWW.EXECUTIVEATHLETE.CO TO
INCREASE THE POWER OF YOUR GAME**

VISIT THE SITE

THE FIVE PLAYER RATING PROFILES

SYMPTOMS:

STANDARDS:

MASTERY:

SYMPTOMS STANDARDS MASTERY



1. LOW/HIGH/HIGH

This is the rating of an Executive Athlete. They enjoy the benefits that come with the mastery of each compass point. They uphold high standards when it comes to their health, allowing them to experience low symptoms of executive decline. They play the game of life like an elite athlete.

what to do but uses obligations at work to distract them from the warning signs that are apparent to all everyone around them.



4. HIGH/HIGH/LOW

This is the Golfer; they must go back before they go forward. The ever-increasing responsibility of an executive role makes 'tired' a way of life. This executive needs to get moving but like the rapid acceleration of a golf swing the first movement is back, slowing down and recharging before swiftly moving forward. Long lasting results are hard to come by when tired and stressed.



2. LOW/HIGH/LOW

The Aspiring Athlete is yet to develop mastery. They also maintain high standards that make them immune from executive decline but they are yet to feel the full benefits of the compass. Like the athlete who is on the cusp of a championship, the Aspiring Athlete needs execute their skills with greater precision.



5. HIGH/LOW/LOW

This is the Rookie. Even athletes who ended up in the Hall of Fame recorded horrendous statistics on their debut. Everybody needs to start somewhere. The good news is that you know your top priority. Stick with it! Success can happen faster than you may think.



3. MED/MED/MED

This is the executive who is Walking the Tightrope. On one side is disease and discomfort, on the other is strength and happiness. This is executive knows

There is one final profile: High mastery, low symptoms and low standards. If this is you, enjoy the exuberance of youth or the freedom of low responsibility. Focus on raising your standards within each compass point to retain your feelings of mastery as you enter into greater challenges.

WHAT NEXT?

We believe that every executive has the power to change. Our goal is to support leaders and help them become Executive Athletes, leaving them bursting with pride and confident that this transformation is a change for life.

There is a huge amount of pressure on our executives that isn't necessarily sustainable. Not everybody can cope with high levels of stress and performance expectation, because not everybody has that level of resilience. We want to see more executives overcome these challenges, and recognise and rely on their greatest asset: their health.

The Executive Athlete High Performance Program is yet to be seen in the health and wellness industry. To treat executives like professional athletes and put them in the centre of four scientific disciplines, recruiting the top professionals in each field with one mission: to put the executive in the best physical, mental and emotional state to perform their role.

The physical preparation is the key to happiness and performance. As an executive, when you discover how to train the body and mind, the best years of your life are not behind you; they are still ahead of you.

Completing this test shows that you are open to finding new ways to improve your health in a profoundly positive way.

Throughout the year we hold one-on-one discovery sessions to provide further insight into the methodology of the compass and to help create frameworks to develop the mastery each set of skills. We also work with a small, select group of people who aim to lose 20 kilograms through our 90-day High Performance Program.

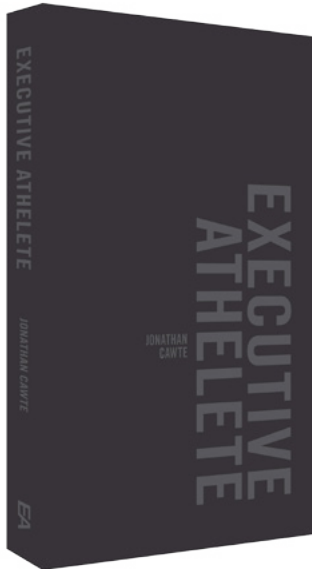
The logo consists of the letters 'EA' in a bold, white, sans-serif font. The background of the lower section is a dark, grayscale portrait of a man's face, looking directly at the camera with a slight smile. The man has short dark hair and is wearing a dark, textured shirt.

EA

THE NEXT STEP IS TO REGISTER FOR A DISCOVERY SESSION. YOU CAN FIND MORE INFORMATION HERE:

SCHEDULE YOUR SESSION

YOU CAN ALSO READ THE BOOK:



Based on the newly released book Executive Athlete and developed over the past 13 years training more than 1000 executives from 35 countries around the world, this method has built a reputation for achieving phenomenal results, especially for those who have very little time to dedicate to health and exercise.

[DOWNLOAD BOOK HERE](#)

STAY IN TOUCH



EXECUTIVE ATHLETE

"Thank you for using the Executive Athlete Scorecard and taking a valuable step towards becoming an Executive Athlete. Please enjoy the copy of my book that you received with this report. By doing so I hope you find the clarity, desire, belief, knowledge and action that it takes to be successful. If I can help you in anyway please reach out to me via Jonathan@ExecutiveAthlete.co. Lastly, thank you for giving me your most precious resource - your time."

Jonathan Cawte
Founder of Executive Athlete



EXECUTIVE ATHLETE

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