



ONE ON ONE FITNESS TRAINING
WELLNESS SEMINARS
NUTRITION

Wellness = Good Business

It is Monday morning, the alarm goes off, it is only 4:00 A.M. The weekend has come and gone and the “catch up time” you planned has disappeared. Yesterday, as you sipped your morning coffee and read the newspaper, you felt in control. Now Monday is here and a schedule of meetings, a quick lunch and phone messages are staring you in the face. How will you take care of yourself with all these demands?

If this scenario is familiar, you are like 99 % of the business owners and working people in this country. We live in a country where activity is often equated with effectiveness. In a quest to maintain a high level of activity, we have allowed our bodies and, in some cases our souls, to become victim to stress-related diseases like diabetes, high blood pressure, and obesity. Many have taken on life threatening habits such as cigarette smoking, drinking and prescription drug use to cope with the daily stresses. Doctors are quick to prescribe antibiotics, depressants and other “instant relieve” medications.

In 1981, as a successful business owner I had to take a hard, cold look as to where I was headed. I owned and operated a successful medical consulting firm. The business climate in San Francisco was high-powered, competitive and demanding. I traveled regularly, often for a week or two at a time. When I was in town, I was scheduled from dawn until after 10:00 P.M. Active in the community - I found myself attending committee and board meetings. Evening meetings made social dining and drinking a part of doing business while sleep and personal time took a back seat. It became obvious to me that if I did not adjust my lifestyle I would never enjoy the prosperity I was working so hard to attain.

In addition, I found myself dealing with hidden costs, for clients and myself, such as high health insurance premiums, employee tardiness, absenteeism, presenteeism (being at work with poor performance). Attaining that “bottom line” was taking a toll on business owners and employees alike. Not unlike today, we saw an increase in stress and decrease in productivity.

I began taking charge of my personal wellness by adding exercise, nutrition management and relaxation into my lifestyle. I saw that the next step was to educate those with whom I worked. I began creating mini-educational programs for employees to educate them in Wellness Strategies.

I believed that employee benefit packages had to go beyond providing health insurance and into prevention and health consciousness. If we could reduce chronic disease, absenteeism, and energy zapping lifestyle habits, an organization could do more than make money - it could support “well living and a quality of life” for employees and their families. My clients and I tracked our results. We watched production increase and our employees and we were becoming less stressed and well adjusted to meet the demands of business. Education with Application was the winning combination in producing results!

My vision as a Business Consultant to Healthcare Professionals in the late 1970's was to transform the quality of healthcare in the United States. Now, as a personal trainer my vision is the same, but with a different approach. I define wellness as optimal health not just physically, but emotionally and spiritually. Wellness is a feeling of well being attained by a balanced perspective toward our body, work and personal goals. Wellness goes beyond discipline and into the area of self-esteem by adopting the position that you deserve a rich full life.

We have come a long way with major corporations participating in Well Workplace programs. Organizations such as the Wellness Council of Arizona assist businesses in the private sector as well as state and county governments in planning events that encourage point systems for peak performers, well employees and health fairs. I have conducted lunch programs in nutrition, wellness strategies, managing leisure time and exercise for large and small businesses that, like myself, are committed to the well being of the organization as a whole. What better business investment is there than to have employees who not only perform at work, but are effective day after day in the community?

10 Wellness Habits of Highly Productive Business Owners

Often as business owners we look at exercise as just another commitment in the long list of things to do. During a recent fitness assessment, a real estate agent set a goal that would leave even the most advanced exerciser overwhelmed. As we spoke, we broke down her objectives into small steps. These steps were attainable and would leave her with a taste of success. I successfully used the below recommendations with the real estate agent and think that they will get you started on the road to Health and in return to Wealth.

- 1. Create an exercise schedule you can live with.** Plan your exercise program to fit your lifestyle. Set aside 60 to 75 minutes per session, three to four times a week to exercise. Busy weeks may call for a little less, but it can still be effective.
- 2. Give yourself a chance.** Set realistic goals, compulsive, obsessive behavior often leads to injury and a great excuse not exercise. Looking at the summit makes it difficult to reach the top; there are many camps on the way up the mountain. There is no such thing as too late when beginning an exercise program.
- 3. Be Consistent.** Your exercise program should include and should take into account your present physical condition.
 - a) Resistance training for Muscle Strength and Endurance,** 2 to 3 times a week.
 - b) Aerobic Activity for Fat Burning and maintaining a healthy heart,** 20 to 30 Minute sessions, 3 to 4 times per week.
 - c) Stretching exercises and disciplines for flexibility and stabilization of the joints,** daily even if it is just a morning stretch while your 6 oz. of morning coffee is brewing.
- 4. Drink plenty of water.** Do not wait until you are dehydrated. For a normal sedentary person, 2 liters (approx. 68 ounces) is a minimum during moderate temperature. For individuals who perform strenuous exercise, 2 to 3 liters can be lost during exercise alone.
- 5. Avoid bad habits.** Limit consumption of alcohol, drinks with caffeine (a topic in itself), colas, and high fructose drinks. When you do choose to indulge, do so in moderation. Avoid highly processed foods and refined sugar products. Refined foods can throw your metabolism off.
- 6. Plan your meals.** Set aside time to cook and freeze foods for maintaining a healthy diet. Carry your own food to work. Eat four to six small meals each day, avoid becoming hungry. Digestion requires calories and this will increase your Metabolism.
- 7. Watch your fat intake.** Be conscious of the types of fat you put into your body. Avoid all saturated fats such as butter, beef fat and cheese. Moderation is the key.
- 8. Separate work from leisure.** Leave time open for relaxation and fun. Plan leisure activities alone and with others. These activities will recharge you for work even if they are strenuous, such as sports and dancing.
- 9. Sleep.** Get plenty of rest. Be aware of your personal needs.
- 10. Practice time management.** Be conscious of what you can realistically expect to accomplish in the course of a day. Don't over commit, reduce stress, and communicate.