

WORK BOOK THREE



HEALTH IN BODY AND MIND

UNDERSTANDING THE PHYSICAL AND

MENTAL DEMANDS OF YOUR BUSINESS

COACHING ACADEMY SPECIALIST

Where Small Businesses Grow



Health In Body And Mind

“When you’re green you’ll grow and when you’re ripe you’ll rot.

The mind grows through use and it degenerates through inactivity. Just as the physical body demands regular exercise so too the mind.

The best stimulation for the mind is reading. To help us best understand the concepts about which we are reading, the mind actively translates the words into images. In addition to increasing our store of knowledge, reading helps us visualise and more effectively use our imagination”.

Tim Meagher, Business Coach

The Physical and Mental demands on the successful businessman are significantly enormous.

“I had this idea” said the guy in the pub, and alas that was it “just an idea”.

The world is full of wonderful, innovative and amazing ideas born to bright people and never brought to fruition.

Why? Because it was a bad idea?... absolutely not, it’s just that the guy in the pub was just that “a guy in the pub with an idea”.

Because “the idea belonged to the guy in the pub, that is where it died”.

How sad and what a waste of a fantastic idea, which was totally workable and beneficial to a great volume of people who needed that product or service right now and would happily have paid for the service.

It is a guarantee right now that with your talents, gifts and abilities, you have had experiences in life that you have coped with. Challenges that even you wondered how you would cope, but you did and right now there are huge numbers of people all over the world who would be willing to pay big money to know how you coped.

Health In Body And Mind/Continued

So when you have an idea, don't just think about it, don't procrastinate, don't think I must talk to him or her first. You see it's not their idea it's yours, it's unique to you and possibly helpful to millions of others.

Take some action, no matter how small, action speaks louder than thoughts.

The subtle difference between the 'guy in the pub' and the successful businessman is that the businessman, 'has an idea and takes action before it dies' as simple as that.

What makes the businessman so different, is that he takes action and the 'guy in the pub' just talks about this idea he had, that someone else is making \$millions from now?

The major differences are that the successful businessman has a plan and when he comes up with an idea that supports and helps that plan he is ready willing and able to take action.

Taking action demands mental and physical energy. If you are physically tired it is so easy to think like 'the guy in the pub' and say 'that's a good idea, I'll give that some more thought later' and very sadly the moment is lost and will never return in the same format or in the same circumstances.

"To be 'ready willing and able to take action' you need to be physically and mentally fit".

"There are two ways to slide easily through life: to believe everything or to doubt everything: both ways save us from thinking" - **Alfred Korzbski.**

"Energy is not just the basis of existence, it is the fuel that makes everything in our lives real and possible" - **Tony Robbins.**

You Were Born To Succeed

So you need to re-build that belief, your achievements, academic, sport, social, spiritual, professional, artistic, community, financial, health and or relationships.

Aim higher than your current goals and clarify your purpose in life.

If this does not inspire and motivate you it is more than likely that you are focussing on the wrong 'WHY' so try again and dig deep.

Re-fuel with positives... re-visit the PMA module.

Are you thinking each night of the three best things that happened that day?

Are you taking care of your health?... remember that your brain weighs just 2% of your body weight and yet uses some 20% of the oxygen.

The greatest core value for sustained and continued success is a happy relationship. Go the extra mile at home.

Sir Harvey Jones

Who died on January 9th 2008 was a genial and genuine giant.

In 1956 Harvey Jones joined Imperial Chemical Industries (ICI) on Teesside as a junior training manager. In 1973, at age 49, he was promoted to sit on the main board of directors. In April 1982, he became chairman of ICI, and the only non-chemist to reach the top.

He saw his responsibilities to both stockholders and employees and maintained a firm belief in "speed rather than direction".

At the business level he cut non-profit making and what he saw as non-core businesses, so that at board level he could concentrate on putting more power in fewer hands "to reduce the number of those who can say 'no' and increase the motivation of those who can say 'yes'", maintaining that "there are no bad troops, only bad leaders".

After only 30 months in the job, having cut the UK workforce by one third, he had doubled the price of ICI shares and turned a loss into a one billion pound profit.

The colourful, go-ahead Harvey-Jones, with his man-of-the-people manner and Navy-bred penchant for calling a spade a bloody shovel, was always going to stand out.

'In those days every division - even if it was only knee-high to a piss pot - had to have its chairman, three deputy chairmen, a dozen or so directors, just like head office. And it was considered a cardinal sin for a junior officer to argue with a director. I remember a complaint that I had argued with the commercial director of a supplier division. I said: "Of course I did, he was wrong." And he was. But it was frowned on all the same that I did it.'

In 1952 he was awarded a military MBE for his work in Naval Intelligence.

In 1985 he was voted Britain's most impressive industrialist by company directors interviewed for MORI's annual "Captains of Industry" survey.

Sir Harvey Jones/Continued

He was knighted for services to industry in 1985.

In 1986, 1987 and 1988, he received the title of "Industrialist of the Year".

In 1992 was awarded the title "Motivator of the Year".

In 1992 he won a BAFTA for his Troubleshooter TV series.

“Sir Harvey Jones claimed time after time that to be able to work with and keep pace with him, his managers greatest quality had to be that they were perfectly healthy”

Ready, Steady, Go for a Bigger, Better Brain

Jonathan Leake Science Editor May 2016.

Professor John Deanfield, Director of the national centre for Cardiovascular Disease Prevention and Outcomes has this to say:

“if you reduce your risk factors for heart disease, you can have a huge impact on mental decline. The evidence is out there; we just haven’t grasped it yet. What is good for the heart is good for the brain. It’s important to communicate that to the public and create a way to predict brain decline-a brain age tool, perhaps.”

Scientists at Kentucky University put thirty adults age 59-69 on a treadmill to measure their heart and lung capacity, and used an MRI scanner to assess the blood flow to their brains.

They found that people who were less fit had smaller brains while those who were active had larger brains.

For most people, physical health and brain health once seemed to have little connection.

Principle Health of Body and Mind

Sunday Mail Jan 15th 2012.

A report from Dr Vasilios Kosteas from Cleveland State University in Ohio said, “in addition to the positive impacts on heart health, weight and other medical issues, studies show that exercise leads to improved mental function, psychological condition and higher energy levels. All three of these traits can translate into higher earnings.”

This study examined more than 12,000 people. Details about salaries and the extent that they exercised were analysed.

Exercising not only trims the waistline but will substantially increase your salary, according to scientists.

Going for a jog, swimming or lifting weights in the gym three times per week could boost your income by as much as 9%. Even taking moderate exercise such as a regular walk has a positive effect on earnings, the study has found.

Employers may view those participating in regular activity as more determined and dedicated. Fit staff were also more likely to work harder because of the psychological, as well as the physical benefits of keeping fit.

The study revealed that people exercising three or more times per week could expect a salary between six and nine per cent greater than those who do not. For those exercising between one and three times per month the benefit was still an additional five per cent over those who did not.

How to significantly increase your energy levels

Breath in for 1 unit, hold for 4 units, breath out for 2 units. (Each unit can be 2 seconds, or 10 seconds whatever you feel comfortable with). Do this 10 times, 3 times a day and for 10 consecutive days.

The Benefits Of Healthy Employees

Article date: Mar 30 2012

Corporate wellness” is the new buzz phrase. It isn’t a new concept, but one that has moved into the forefront in the minds of many businesses today.

Since health care costs continue to sky rocket and the economy remains challenging, business owners and managers are being forced to look at all costs related to their number one asset – their employees!

The benefits of fit employees are numerous for both the employer and the employee. There are many benefits from a monetary stand point such as the fit employee is less likely to get sick.

Reduced absenteeism and reduced health care expenditures top the list.

Other benefits include having employees with more energy. This energy allows the employee to stay focused at work. A healthy and fit employee also tends to have a higher level of self-confidence in themselves and inspires confidence in others around them. Employees, who know how to set fitness goals and stay motivated to exercise, will also be goal-oriented at work. Leading a life with a good attitude and less stress is also a benefit of a healthy and fit employee.

We all want our employees to enjoy their work environment, and to bring the best of themselves to their jobs every day.

Encouraging our employees to embrace fitness as a lifestyle choice pays off in numerous ways!

Leonardo De Vinci

“Iron rusts from disuse, stagnant water loses its purity, and in cold weather becomes frozen, even so does inaction sap the vigour of the mind.”

Leonardo Da Vinci

It has been said that being lazy is the hardest and most exhausting thing to do, because you can never stop to rest. It is true that what you do, when you have nothing to do, in many ways, speaks volumes about who you are and greatly impacts where you are headed in the future.

Staying engaged, mentally, physically and emotionally, is key to staying sharp and living strong.

Walter Hooper wrote, "Our leisure, even our play, is a matter of serious concern. That is because there is no neutral ground in the universe: every square inch, every split second, is claimed and counterclaimed by someone."

In other words, if you follow the pattern of disengaging from serious thought the moment you leave work, you will ultimately become soft and find it difficult to keep up.

Another way to look at it is with this question.

When you are away from work are you completely consumed by activities which are tension relieving or goal achieving?

Da Vinci was a true renaissance man. He was completely dedicated to constantly learning, inventing, improving and acquiring more knowledge and developing new skills. He also recognised that nothing steals your drive, ambition and energy more than being complacent mentally.

It has also been repeated often that mentally you are either green and growing or ripe and rotting.

Leonardo De Vinci/Continued

If you feel that your energy is dipping, that your enthusiasm is waning or that you are greeting the dawning of a new day already exhausted - you may want to assess how active you are mentally.

When was the last time you were excited about a new idea or new opportunity? When did you last find yourself losing track of time because you were so caught up in exploring a new philosophy or strategy? When was the last time you couldn't wait to call a friend, loved one or colleague to share something new you had learned or discovered?

Those who stay sharp mentally, live longer, are more healthy and contribute more than those who have slowed down, disengaged or stopped learning.

Even simple things like doing a cross-word puzzle, a Sudoku math game, reading or participating in a mastermind group can do wonders for your mind and soul.

The vigor of your mind matters. Take great care to ensure you are keeping your energy up by keeping your mind engaged.

Also recognise that the energy from your active mind will be felt by those you interact with, from your customers and clients to colleagues and friends.

A motivated and active mind will keep a spring in your step, a sparkle in your eye and give you the edge to achieve more.

Success Story and Positive Mental Attitude

Henry Ford

Some businessmen create innovative products. Others create massive fortunes. Very few create an entire system of production, an entire industry, and one of the world's biggest companies, all within the same time period.

Henry Ford, one of the world's most important industrialists, is one of the few to have done such a thing, and his story remains one of the world's most inspiring and interesting.

Born in 1863 in a small township that's now part of Detroit, Michigan, Henry Ford's early life was spent on a small rural farm. With a farmer for a father and a housewife for a mother, Ford's earliest years were spent surrounded by machinery. Impressed by farm equipment but uninterested in farm work as a career, he began training as a machinist in his late teens at a business in Detroit.

Ford was known as a talented repairman, having assembled and repaired watches during his early childhood years.

His talents were soon put to the test as an engineer at the Edison Company, one of the city's pioneering mechanical corporations. He invested heavily in the company's projects, and in his own too, eventually creating the Ford Quad-bicycle, an invention that would contribute heavily to his later engineering feats, designing motorcars.

After a series of investments with the Dodge brothers – a family that would later go on to create its own automobiles – Ford created a racing car. With almost one-hundred horsepower, it was one of the fastest vehicles of its generation, turning heads as well as dominating on the track. Seeing the potential of automobiles, Ford set out to create an inexpensive car for the American 'Everyman.'

Seeing that the consumer-focused automobiles of his day were cumbersome and difficult to drive, Ford set out to create a car that anyone, given a few minutes of explanation, could control.

One of his first creations, and one of his greatest successes, was the Model T. Inexpensive yet high quality, it was an immediate hit with the middle class of America, and sold in immense quantities.

Success Story and Positive Mental Attitude/ Continued

To meet such high demand, and to stick with the model's low price point, Ford set out to create an innovative system of production. His production line system was an incredible development in its day, allowing Ford's workers to produce cars much more quickly than before.

His company made more cars than all others combined, all the while paying its workers higher wages than competitors.

Ford has, as any automotive enthusiast will know, gone on to become one of the world's biggest and most successful car manufacturers. Many of the innovations that Henry Ford developed are normal within the engineering world today, including the semi-automated production line and higher-than-normal wages for engineers. His contributions to engineering are immense and widely celebrated.

**"If everyone is moving forward together, then success takes care of itself."
- Henry Ford**

Despite occasional criticisms due to his anti-Semitism and controversial 'social monitoring' tests for employees, Ford remains an icon of the industrial era and one of the business world's most valuable figures.

A hard-working, intelligent, and street smart visionary, his long-lasting success proves that a great vision can result in hundreds of years of results.

**DON'T FORGET TO WATCH THE "HEALTH
IN BODY AND MIND" VIDEO.**