



**Physical energy and capacity is the foundation
of sustained high performance
and personal effectiveness.**

At **Because It's There**, we work with senior executives to enhance, energise and sustain their business performance.

Using an inspiring range of challenge and preparation programmes, we help these leaders build effective habits on a physical level and, in doing so, increase emotional, mental, and spiritual capacity.

To date, every Because It's There client has successfully prepared for and achieved their chosen challenge stepping out into the unknown and tapping into hidden resources of determination, resilience and mental toughness building effective habits along the way. Many of these challenges were simply dreams three months prior to the programme – like traversing the Mt Blanc range, circumnavigating Mt Viso, climbing the Matterhorn or skiing from Chamonix to Zermatt.

All our case studies can be found on our web site (www.becauseitsthere.net) at http://www.becauseitsthere.net/about_us/case_studies.phtml

The success of our programmes is not rocket science. It is a matter of bringing awareness to what works for our clients and what doesn't, choosing to change and having the will to act.

We can give you our framework and performance tips below but will you have the will to act on the exercise?

Over to you.

In this paper, we provide tips on building energy at the physical level, the foundation of personal effectiveness.

The principles for building physical energy capacity

- 1. The quality and consistency of your cycles of Exercise, Rest and Intake directly affect your physical capacity, energy and wellbeing;**
- 2. Develop positive habits - capacity diminishes with over-use and under-use;**
- 3. Sustain cycles of stretch and rest over an extended period;**
- 4. Monitor, record and become aware of the changes and their positive impact.**



Exercise

Start slow and build up step by step – we work through three phases, adaptation, intensification and specific strength and conditioning;

Set yourself a challenge – this needs to be inspiring, realistic and with the right spice of fear;

Schedule your exercise a week in advance -- make sure that there is no room for wiggling out of your commitment;

Use a Personal Trainer to motivate and encourage your progress as well as build you a structured programme.

Rest

More sleep = More Productivity – a study by the University of Michigan found that when people increased their average nightly sleep by only one hour their ability to focus the next day increased by 25% (source Michael Neill MNCT 529);

More Sleep = More Health – these are some of the health problems known to be related to sleep deprivation: higher risk of infection, diabetes and depression;

Resting before your sleep makes your sleep more restful – research has shown that hot baths, deep breathing, gentle stretching leads to better quality of sleep.

Intake

Don't starve yourself - Breakfast like a king/queen, lunch like a prince/ess, dine like a pauper;

Eat more often – graze on healthy snacks between meals;

Mix your foods – 1 portion of protein, 1 carbohydrate and vegetable;

Drink water consistently throughout the day, sip by sip, not gulp by gulp.

Experiment this week

Set yourself four goals for building physical capacity next week. Make them Specific, Measurable, Achievable, Realistic, Time-phased. Write them in your diary and tell someone about your goals.

With work each goal, visualize four things:

1. **what** you want to achieve;
2. **how** you are going to achieve it;
3. by **when** and;
4. **what success will look and feel like.**