

Willow Creek Community Church

CORPORATE ATHLETE® COURSE



Fred Harburg
October 17, 2012

COMPLETE THE MISSION!

COMPLETE THE MISSION!

Live, work, play, and pursue whatever is most important to you with:

- greater fulfillment & satisfaction
- higher impact and better performance
- more resilience
- an increased sense of PURPOSE

True/False Quiz

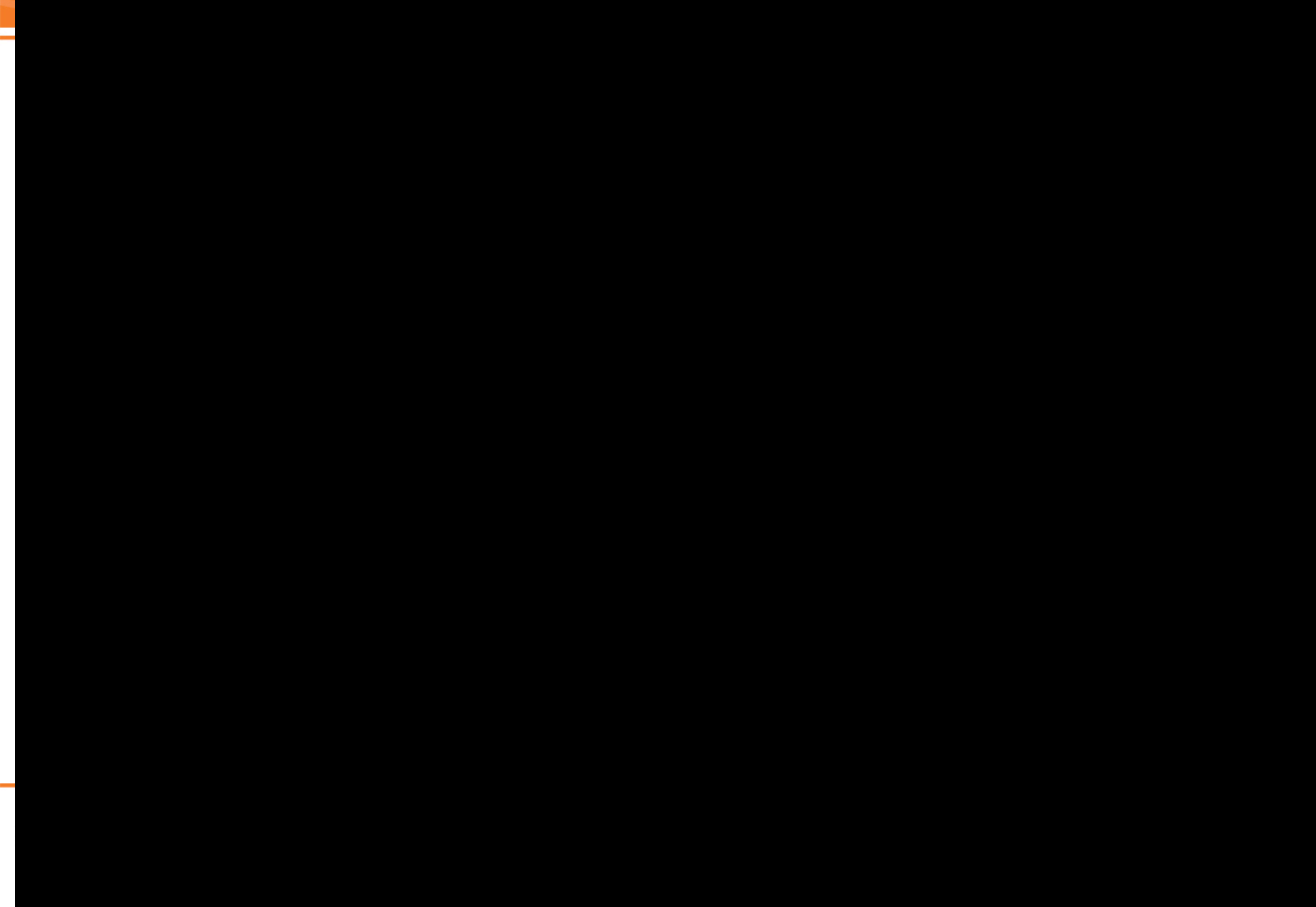
1. Skillfully investing time in things and people you care about spawns harmony and fulfillment.
2. The human spirit is fueled from a different energy source than the physical body.
3. The best way to think about one's business career is as a marathoner rather than a sprinter.
4. Protecting yourself and others from high stress is an important part of your leadership.

True/False Quiz

5. In terms of great leadership, aligning one's public voice with the corporate mission is more crucial to success than aligning one's private voice.
6. Multitasking is an acquired skill and is essential to success in today's complex business environment.
7. Understanding why one does something is a critical step in the process of personal change.
8. Personal effectiveness requires a highly developed capacity for self-discipline and will power.

History

- Sport
- Law Enforcement
- Medicine
- Business



Professional Athletes...

- perform under intense pressure
- numbers drive everything!
- brutal accountability
- last year's records next year's baselines
- laser focus to excel
- taking care of body is taking care of business

Corporate / Ultimate Athletes

	PROFESSIONAL ATHLETES	CORPORATE ATHLETES
Training	90%	10%
Hours worked	4-6/day	8-12/day
Career span	7-10 years	30+ years
Off Season	3-6/months	?

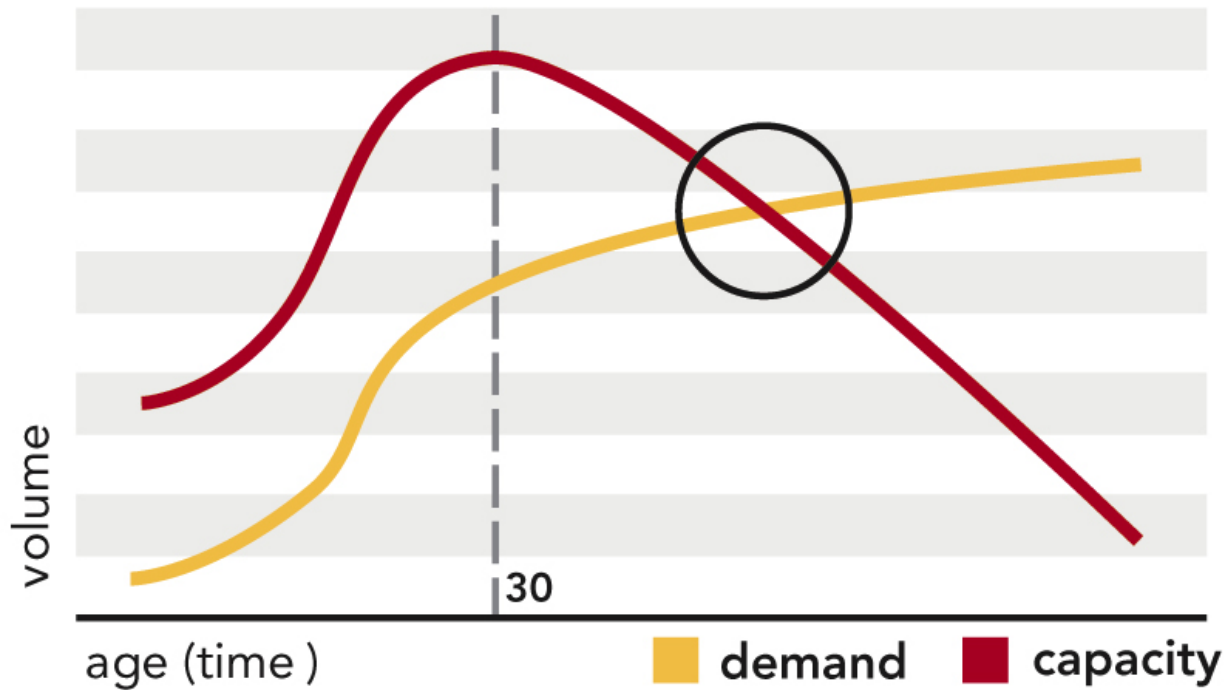
Corporate Athletes = Ultimate Athletes

Corporate Athletes Must Train!

Problem - Human Energy Crisis



Problem - Demand vs. Capacity Curve



Solution - Paradigm Shift

Managing **ENERGY**, not just time,
is the **KEY** to extraordinary results!

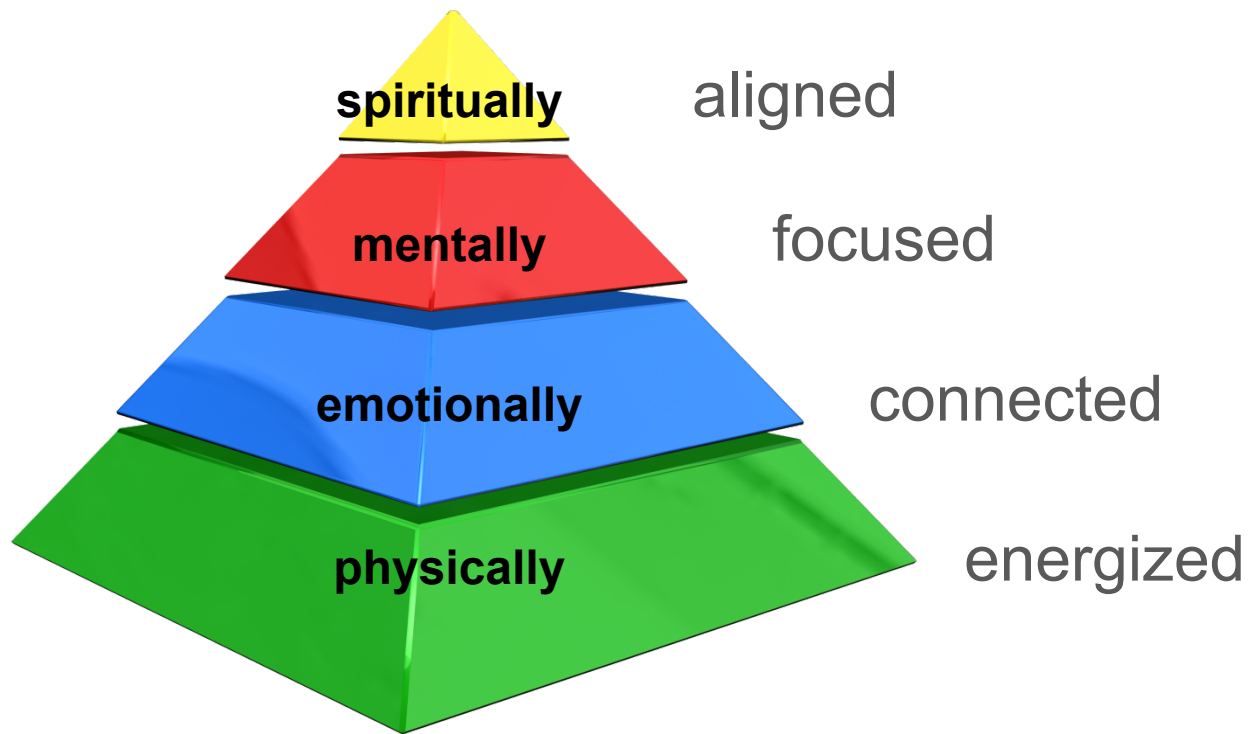
Solution - Full Engagement

The *acquired* ability to *intentionally* invest your **full** and **best** energy, right here, right now.



- Improved performance & productivity
- Improved happiness
- Improved health

Full Engagement



Truth - Four Dimensional Energy Audit

1. **Quantity** of **physical energy** right now?

1 2 3 4

2. **Quality** of **emotional connection** right now?

1 2 3 4

3. **Degree** of **mental focus** right now?

1 2 3 4

4. **Force** of **spiritual alignment** right now?

1 2 3 4

The Truth about Movement

ENERGY = GLUCOSE + OXYGEN

Benefits of Movement

- Improved blood circulation
- Increased metabolism
- Increased energy
- Enhanced well-being
- Increase concentration, alertness, cognitive function



Strategic Movement Examples

- Take the stairs, not the elevator
- Take a walk after lunch
- Walk to another department, don't e-mail!
- Avoid drive-through facilities
- Park far from the door
- Stand-up desk

Frequency of Movement

- Every 30-45 minutes: stretching and/or small movements
- Every 90-120 minutes: large movements

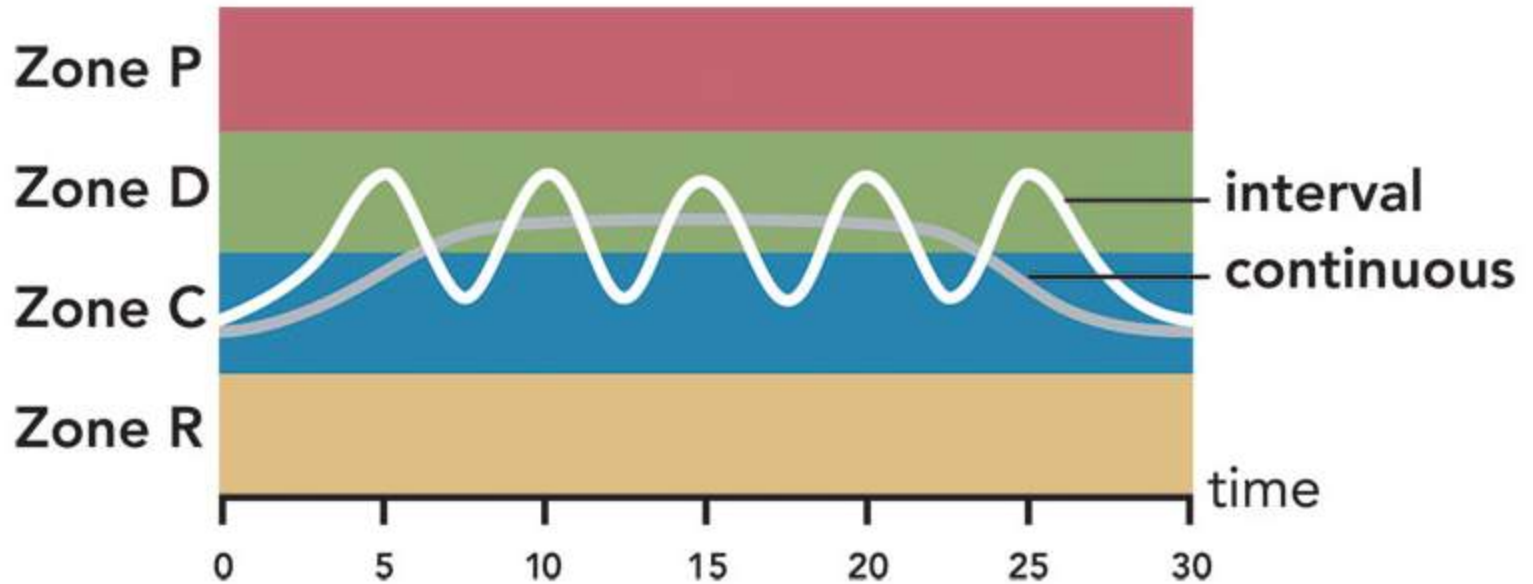
Duration of Movement

- 5-15 minute breaks
- Low to moderate intensity
- Any movement is better than no movement

Anti-movement Story



Aerobic vs. Continuous Training



Intensity of Aerobic Exercise

- Perceived exertion
- Talk test
- Heart rate monitor

$220 - \text{Age} = \text{*Theoretical Max Heart Rate (MHR)}$

- Warm up 5 min
- 3 min @ .9 x MHR } 4 Intervals
- 3 min @ .7 x MHR }
- Cool down 3 min & Stretch

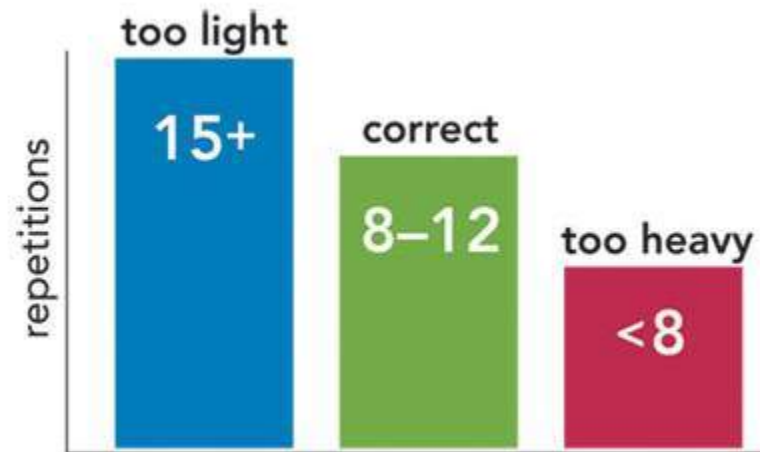
RESISTANCE TRAINING

Types of Resistance Training

- Free weights
- Weight machines
- Resistance bands
- Body weight

Intensity of Resistance Training

- 1-2 sets per exercise
- 8-12 repetitions using a challenging weight



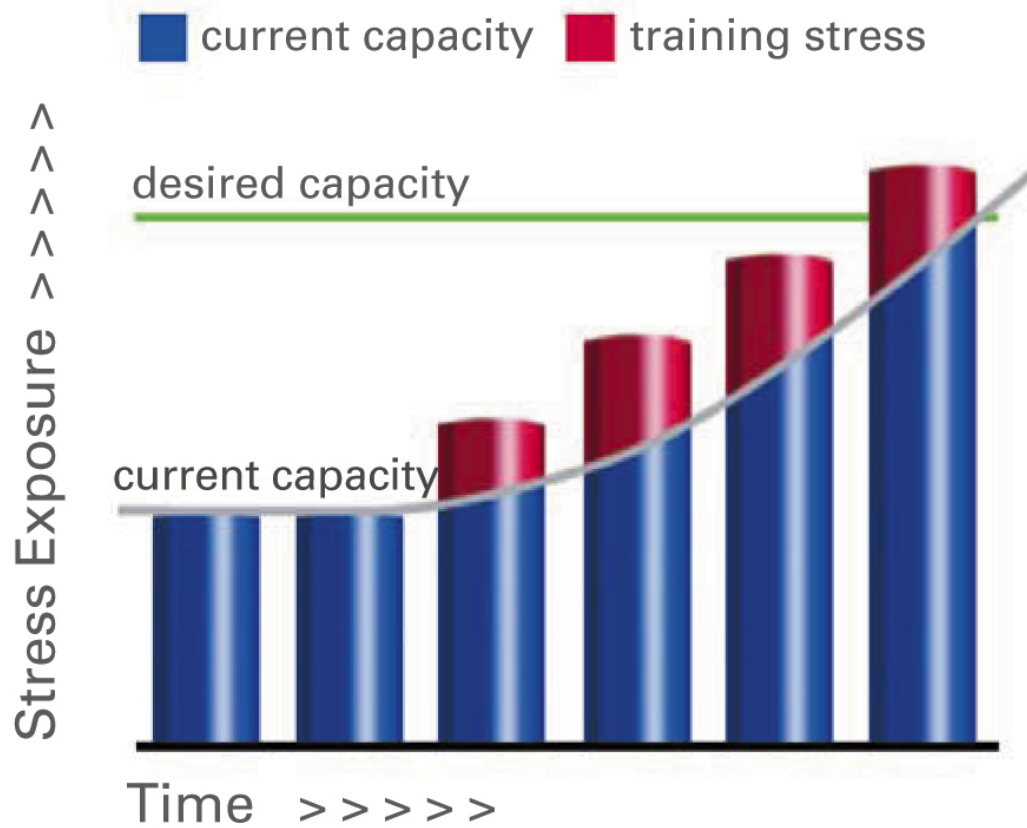
Frequency of Resistance Training

- 2 days per week (minimum)
- Non-consecutive days
- No more than 3 rest days

Duration of Resistance Training

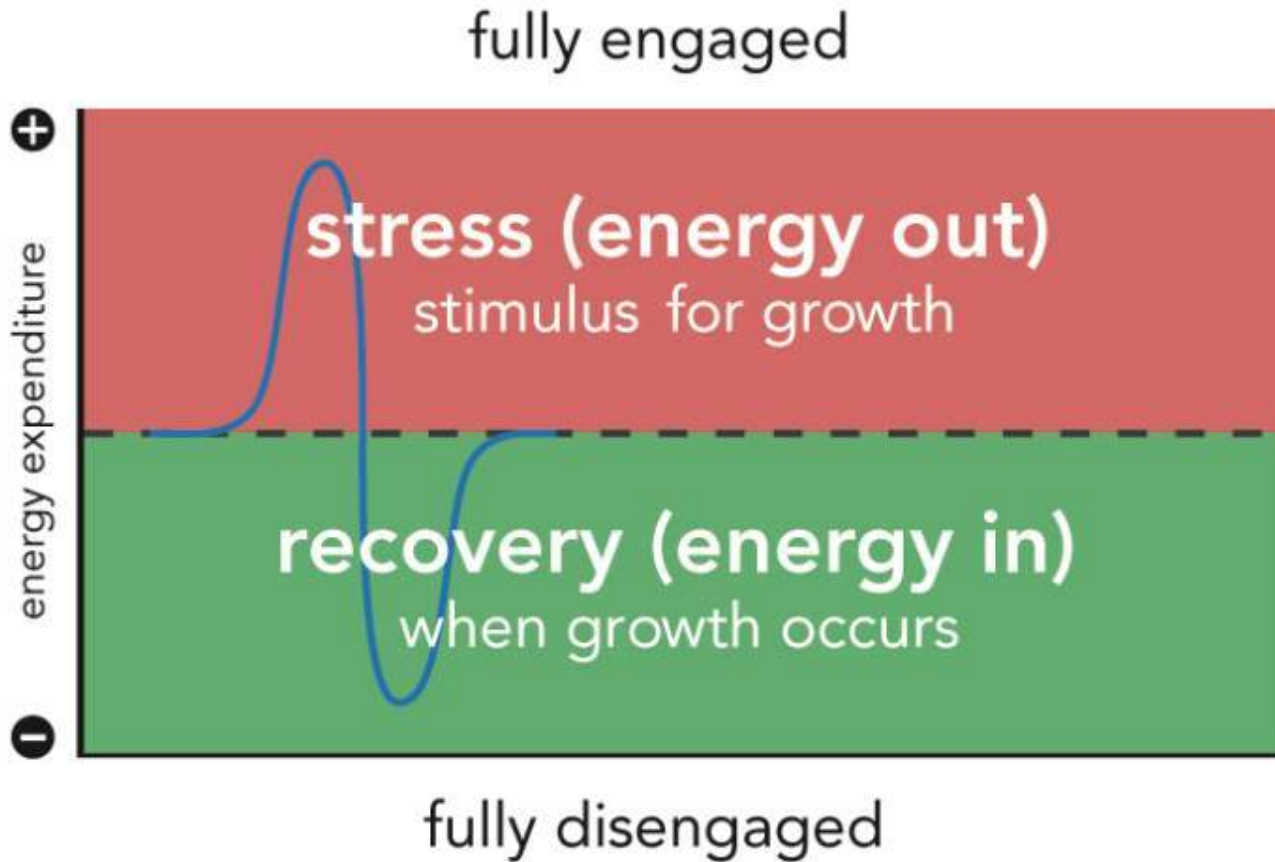
- 20-45 minutes

Adaptation – Strategic Overload



Q3

Strategic Recovery - Oscillation



Q3

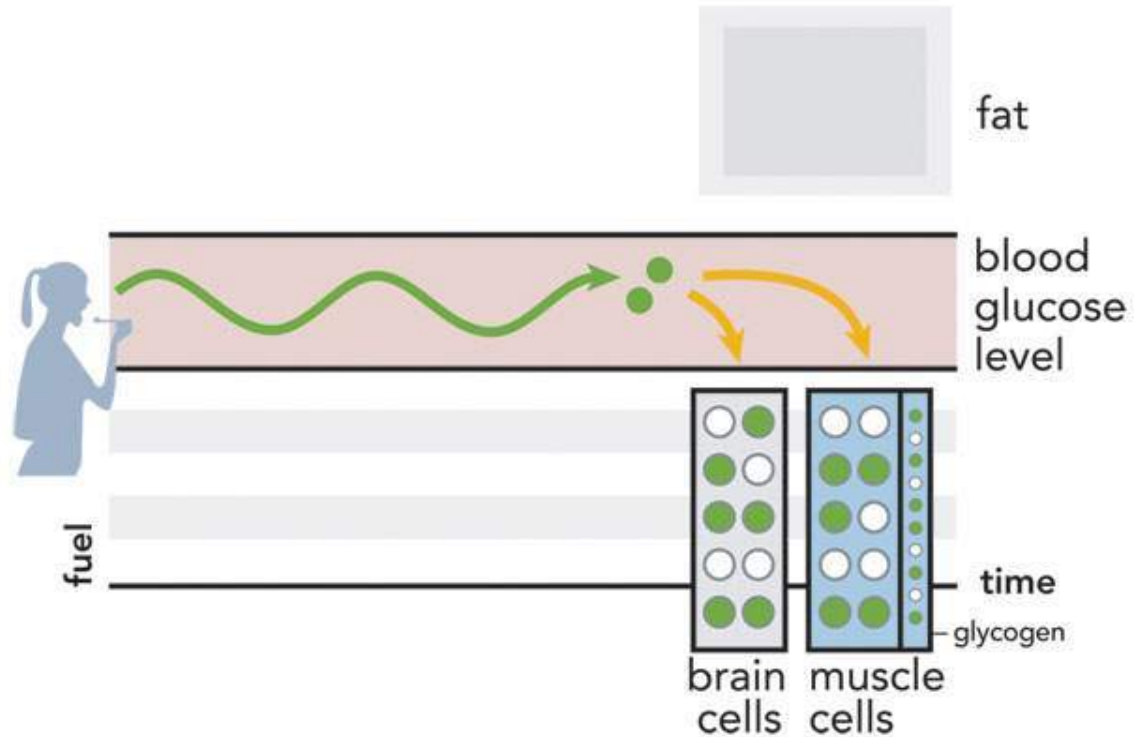
The Truth about Nutrition

ENERGY = GLUCOSE + OXYGEN

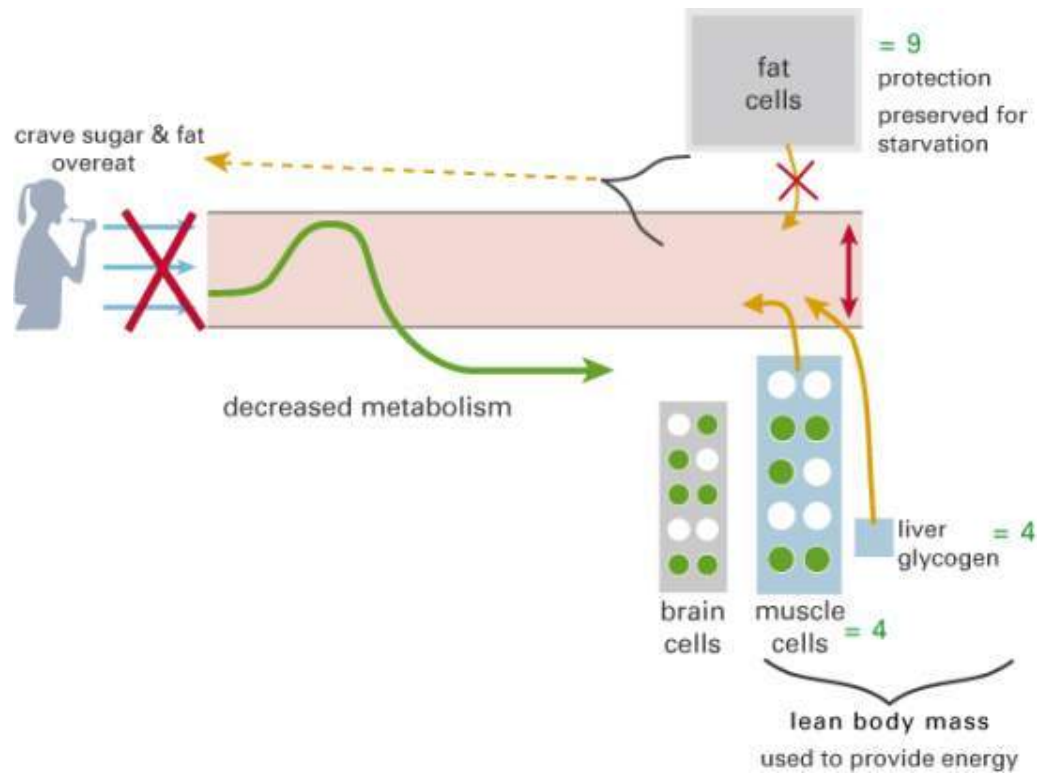
80/20 Rule



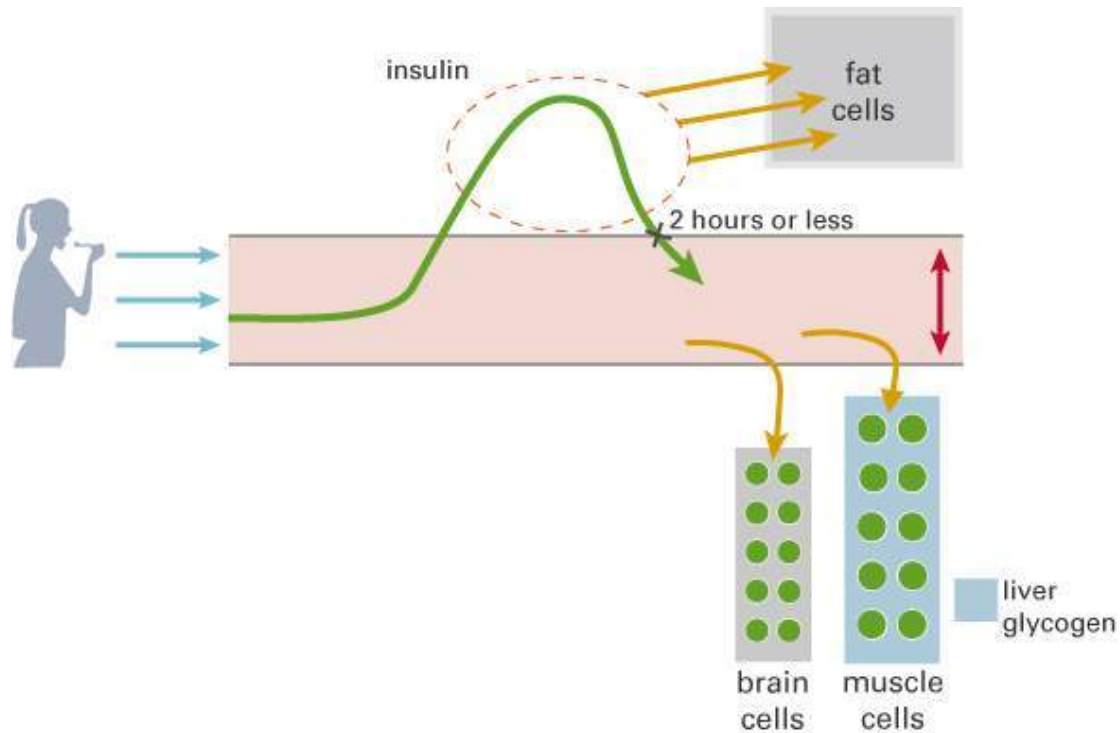
The Glucose Story

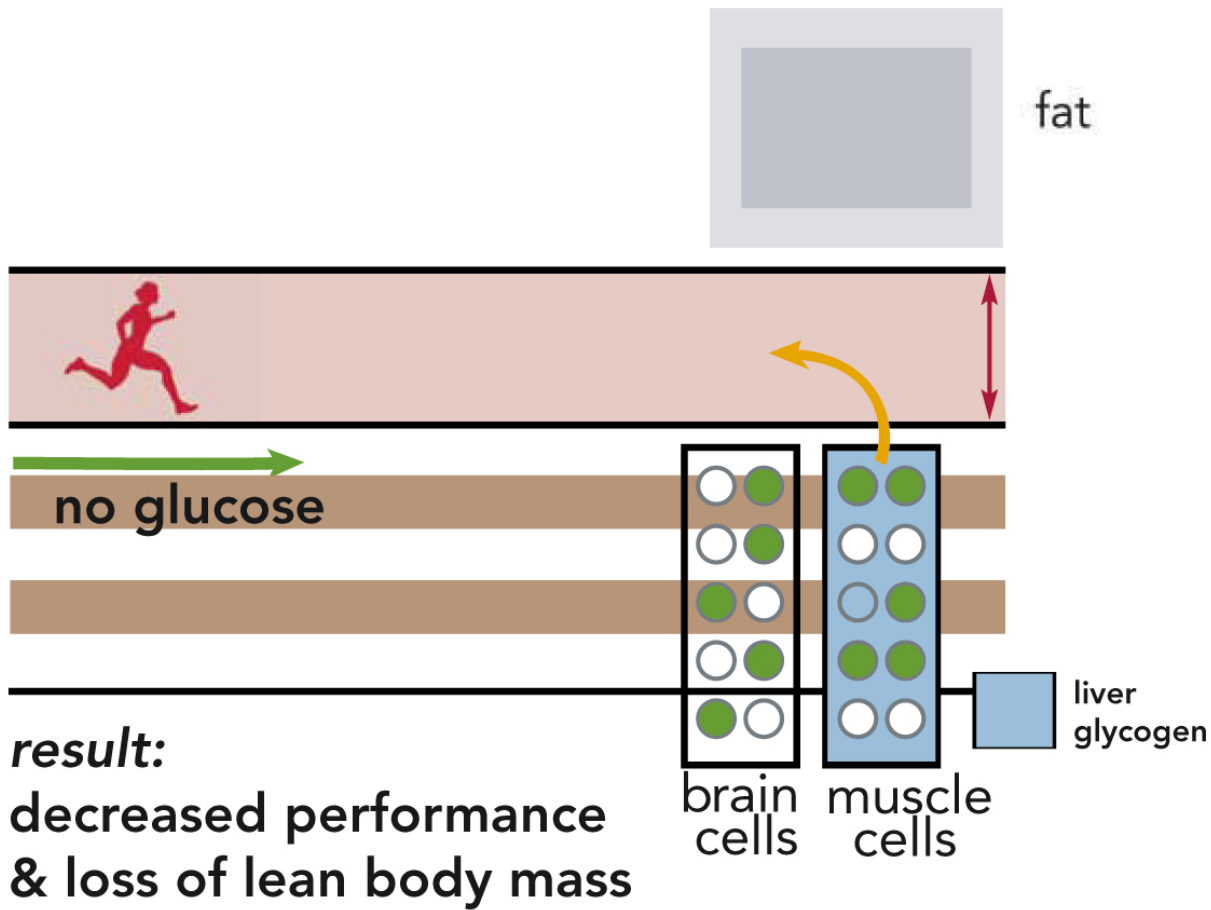


Insufficient Supply vs. Demand



Excess Supply vs. Demand





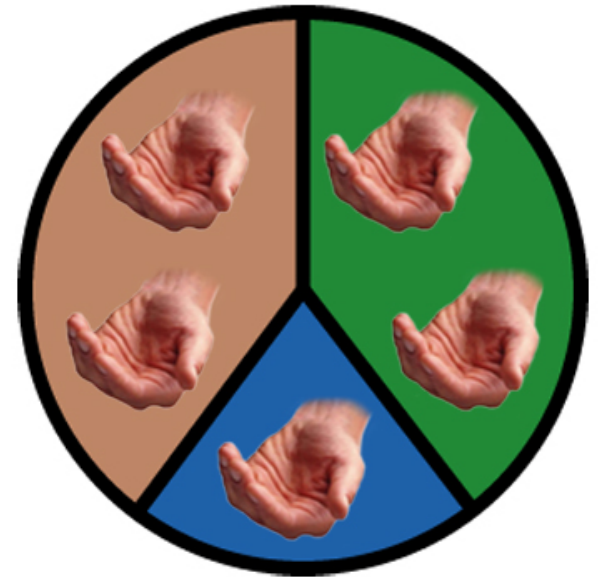
Eat Light, Eat Often

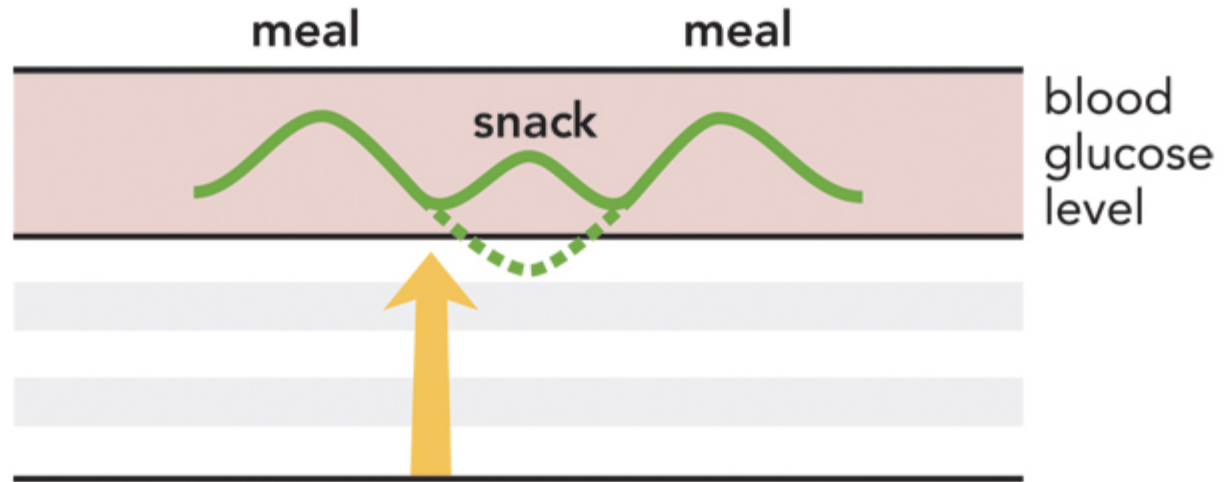
- Stabilizes blood glucose levels
- Improves metabolism
- Improves energy levels, brain function, mood
- Controls cravings
- Decreases likelihood of overeating
- Maintains muscle mass
- Prevents excessive fat storage

Light? (Breakfast, Lunch, Dinner)

5 Handful Portions

- Vegetables/Fruits: 2 handfuls
- Whole Grains: 2 handfuls
- Protein: 1 handful

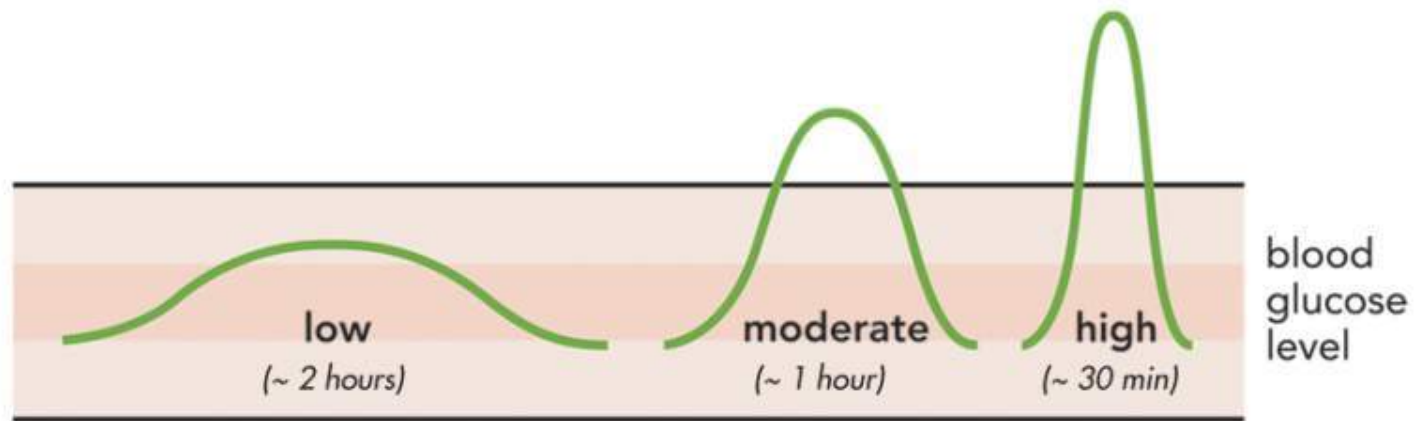




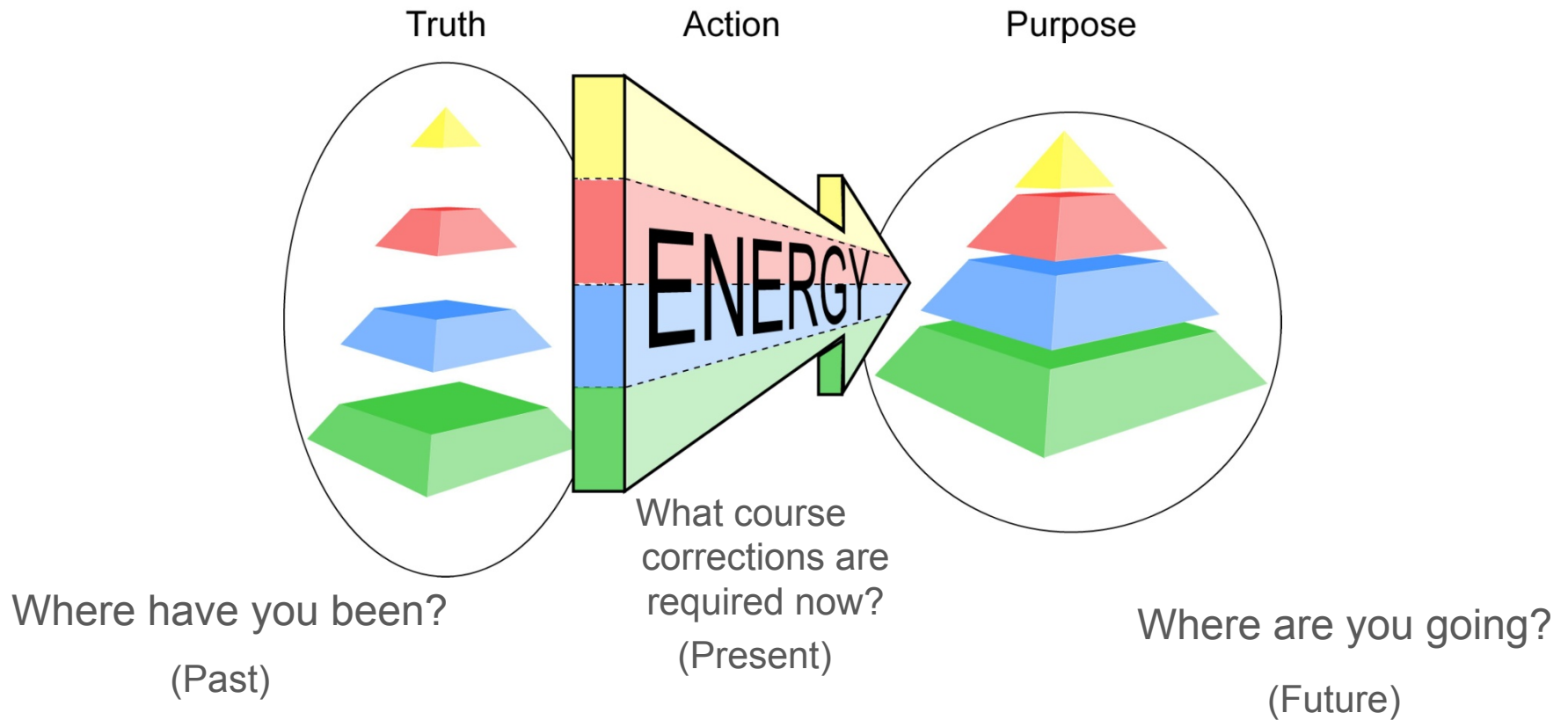
Snacks of 100-150 low glycemic calories.

Strategic Snacks

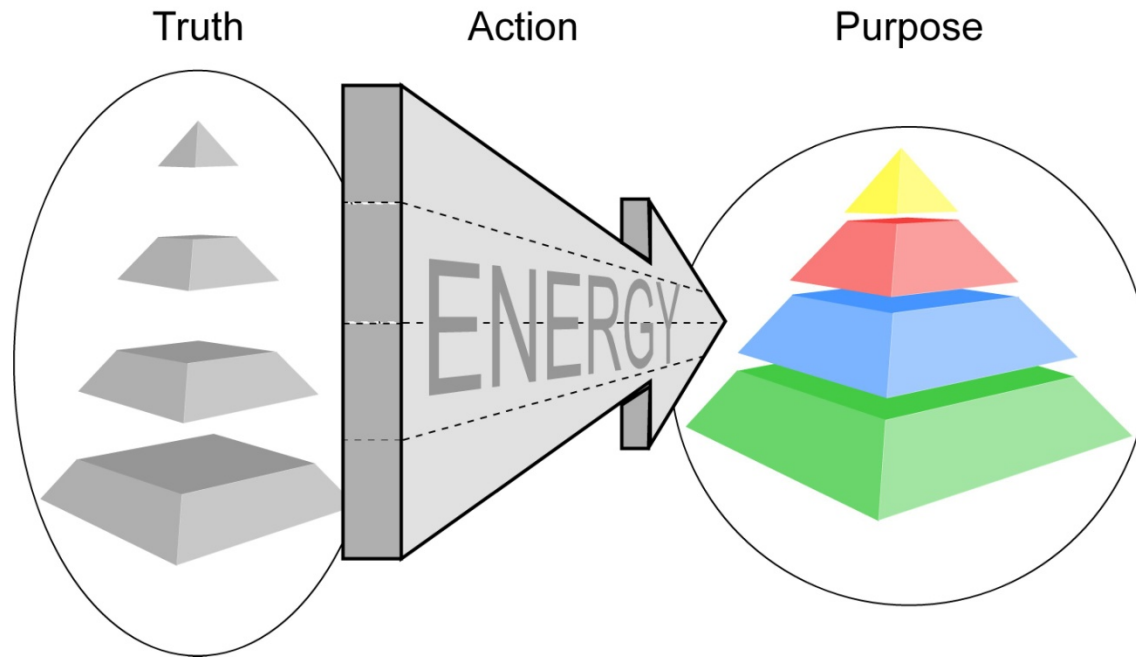
GLYCEMIC INDEX: GLUCOSE/INSULIN RESPONSE



The Pathway to Full Engagement



What is your Ultimate Mission?



Where are you going?

Defining Purpose



ORIENTAL POST

where technology and
creativity meet



FLAME 2

Product

Title

Agency

Produced by

Duration

Date

Note

Tape No.

TC BANK

DREAM RANGERS

OGILVY & MATHER TAIWAN

PHENOMENA

3 MIN

16 JANUARY 2011

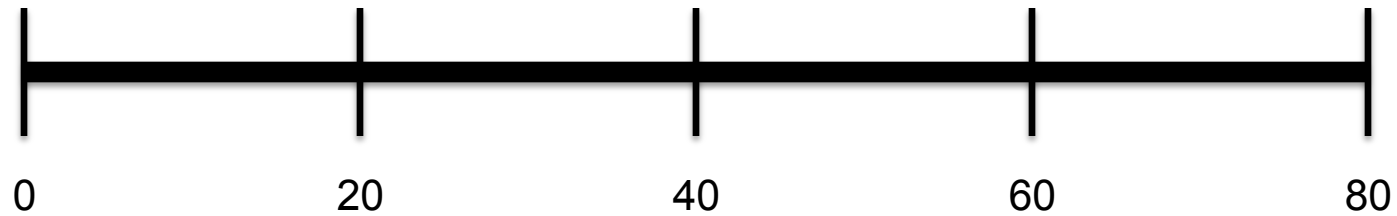
ENGLISH VERSION

MSOP - 12

Ultimate Mission

1. Make a short list of people upon whom you place the greatest value and importance personally and professionally
2. Identify the character qualities (only 3 or 4) that describe the kind of person you genuinely wish to be and to be known for being (reputation)
3. List a few of the essential things you must do, contribute, accomplish or ways you must serve that make your life rich and worth living and without which, a vital part of life would be missing for you
4. As you consider your responses to the three questions above, how would you define successful living for you?

Ultimate Mission



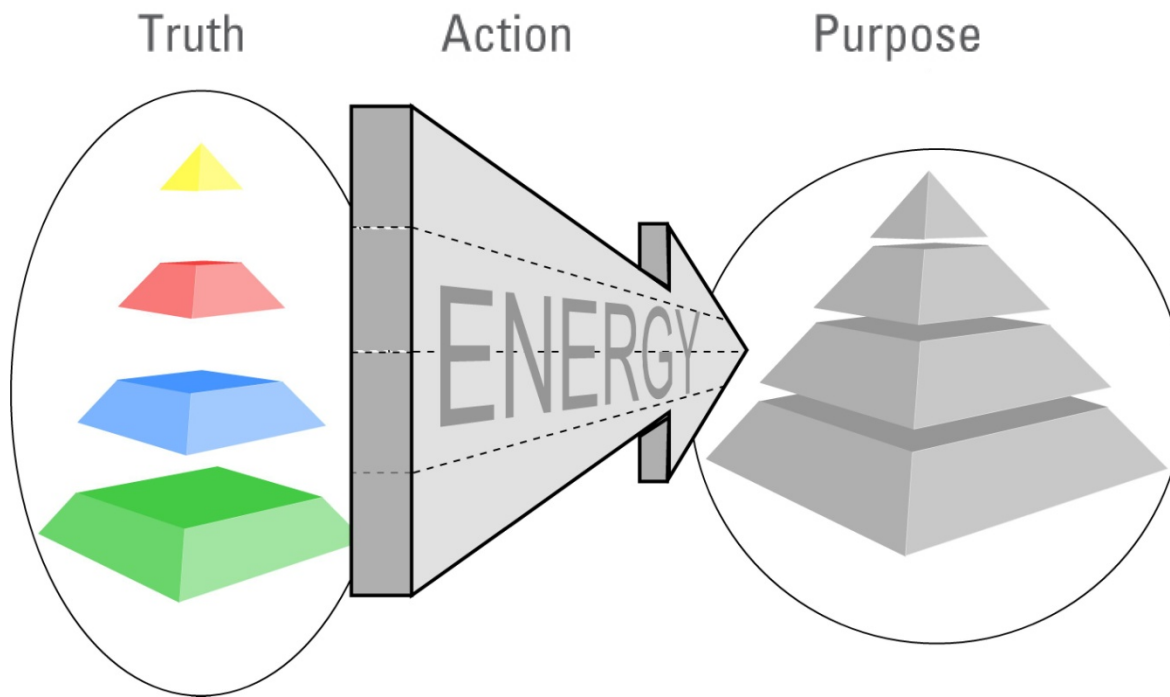
Successfully living my remaining life means...

Ultimate Mission (Example)

Successfully living my remaining life means...serving with authenticity, wisdom, compassion and gratitude while treating my cherished family, friends and colleagues with the type of respect and love that I desire and value from them. My life is richer when I pray, laugh, learn, exercise, eat well, enjoy the beauty of nature, contribute my full talents and connect with those I love. I feel deeply fulfilled when I help ignite others to lives of extraordinary contribution, fulfillment, and flourishing.

Facing the Truth

(in all dimensions)



Biggest barriers to Purpose Realization:

Old Stories

Limiting Habits

Truth - Life Engagement Audit



- 1. With my work?**
- 2. With my family at home?**
- 3. With my own health?**
- 4. With my friends?**
- 5. With my community?**

STORY TELLING

- Storytelling drives the way we gather and spend our energy
- The story you create about what happens to you is more important than what actually happens or why it happens.

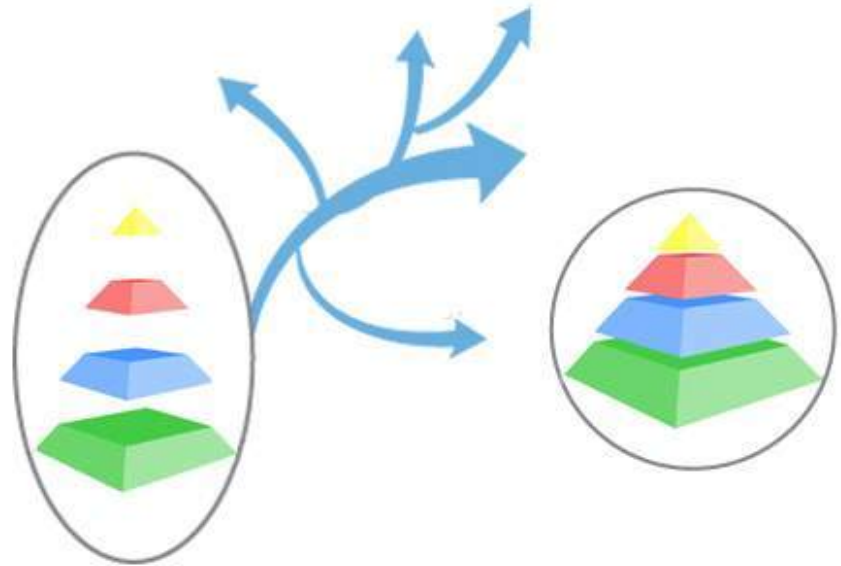
Q6

Internal Stories (Self Talk)

- How we gather and spend energy
- Stories become our reality

Old Stories

- Provide excuses why we cannot fulfill our mission
- Contain distortions
- Disengage us
- Derail purpose

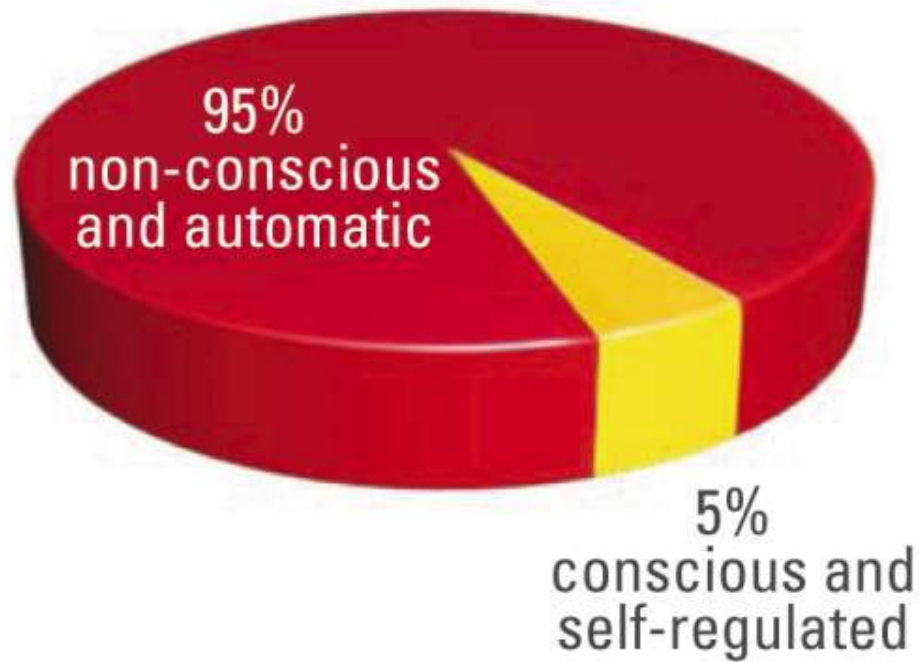


Old Story

“I want to be more engaged with...my family, friends, health, and work, but I can't because... my work life is nuts, and my boss is outrageous. No one at work or in my family appreciates the pressure I'm under or the sacrifices I make. I work like a slave, but my reward is just more work. This is overwhelming! There is no way to focus and concentrate or take breaks in this mad house. I have zero time or energy left for family, friends, exercise or personal pursuits, I'm just trying to stay afloat. I know that I am not taking care of my health or relationships, but it's impossible to do so. I'd have to quit my job to get my life back in balance, but I can't do that, so I will suffer on. And if my family, friends, co-workers and I are penalized by this, that's just the price we have to pay, because there is no way to change this rat race.

Old Story

“I want to be more engaged with...
but I can't because...”



We are creatures of habit and routine.

Habits

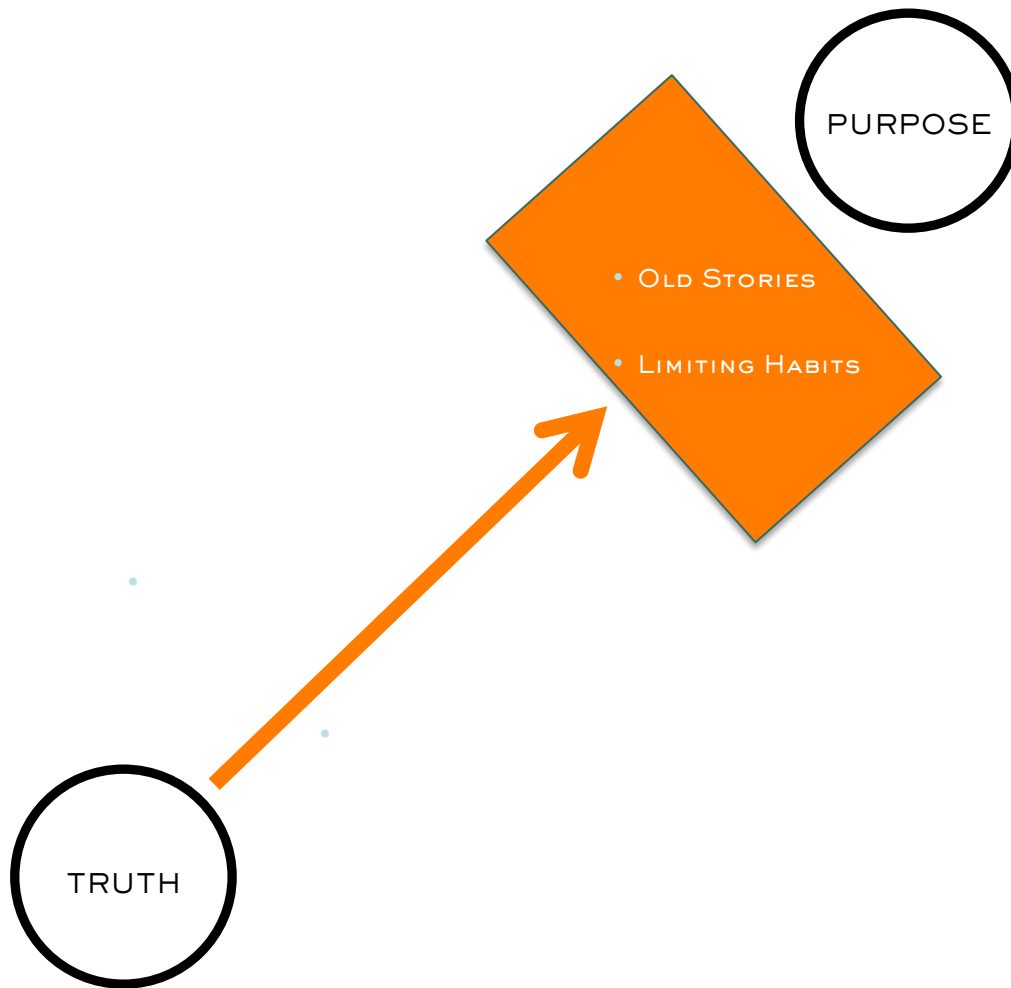
- Non-conscious routines
- Expedient habits

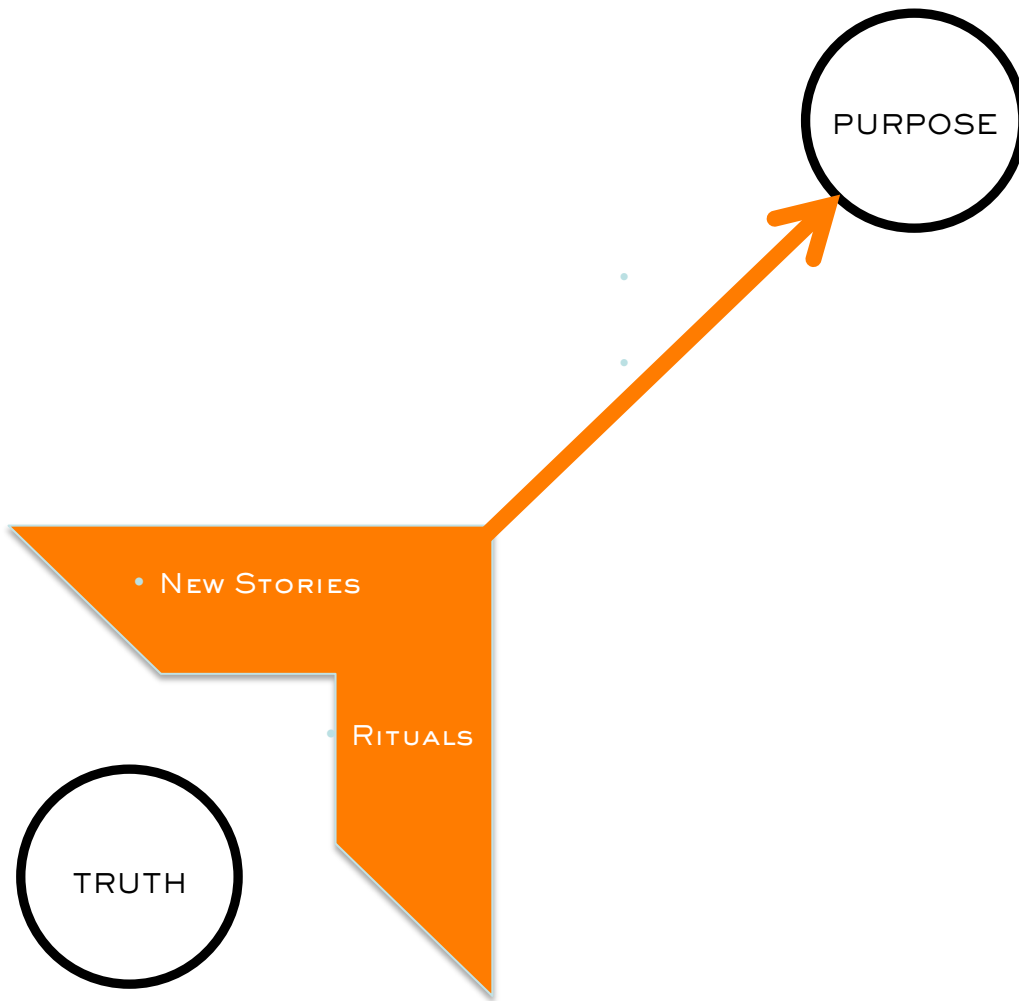
MULTITASKING

Multitasking is the Enemy of Extraordinary Energy

- The human system performs best when we are laser focused
- We are either focused or not focused
- We are either fully engaged in one thing or partially disengaged with two or more

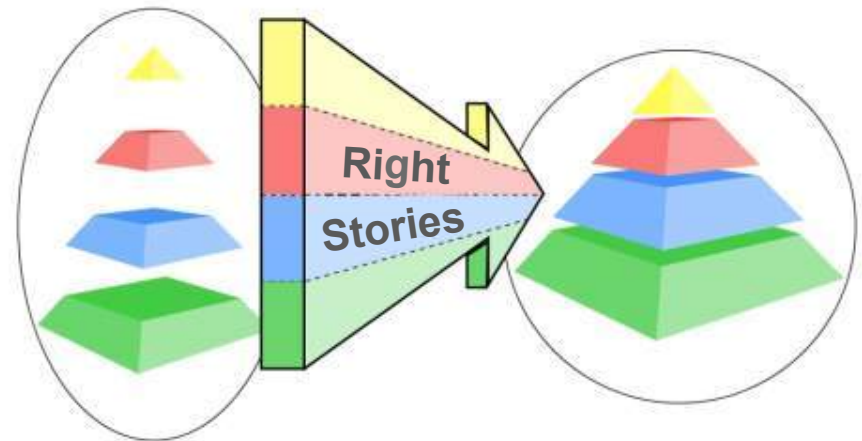
Habits that limit the full realization of my purpose?





Right Stories

- Deepen our engagement
- Support mission success
- Change brain function
- Reveal new possibilities
- Mobilizes growth
- Ignite courageous action



New Story

- 1. The whole truth is...**
- 2. If I continue on this path and don't change...**
- 3. Making this change is important to me because...**

New Story

1. The whole truth is...

My work is demanding, but I'm no victim. I can replace distraction and overwhelm with focused commitment to my highest priorities. Giving high quality energy to my health, friendships, and family will increase my productivity at work and my personal fulfillment with life.

2. If I continue on my current path and don't change...

I will weaken the strong bond I desire with my family and friends; I will compromise my health; I will lose my desire to work and contribute.

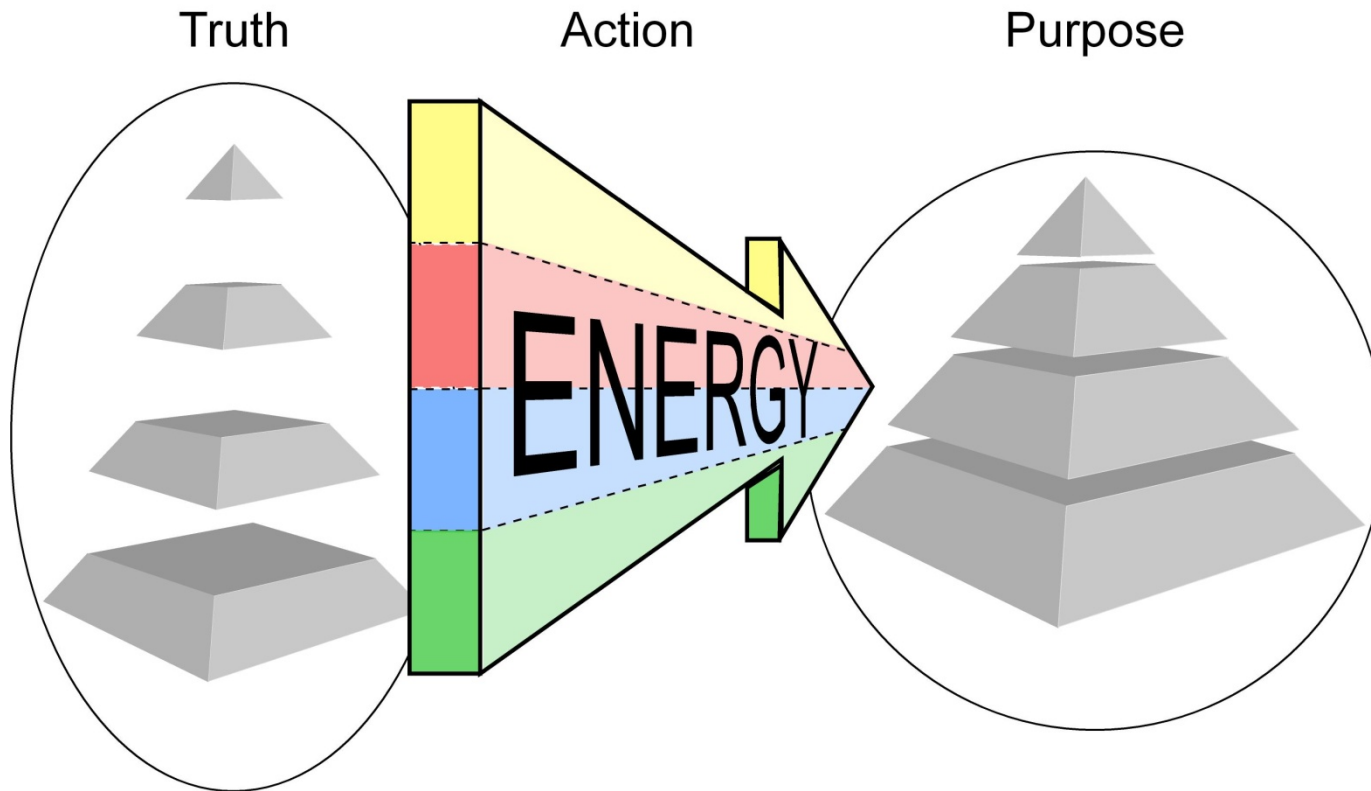
3. Making this change is important to me because...

My family, work, and health are essential. I want to be loved by my friends and family, respected by those touched by my work and make a difference with my work.

New Story

- 1. The whole truth is...**
- 2. If I continue on this path and don't change...**
- 3. Making this change is important to me because...**

Taking Action



Rituals

Consciously acquired routines

- Ensure you do the right thing at the right time
- Support full engagement in the things that matter
- Behaviors that serve your mission

Physical Rituals

- Eat every 3 hours to preserve energy & muscle
- Stand, move, stretch, drink, breathe every 30 min
- Set iPhone alert for 3 hour snack
- Consistently eat breakfast within an hour of rising
- Eat ≤ 5 handful of food at each of the 3 main meals
- 5 handfuls = 2 grains, 2 fruit and vegies, 1 protein
- Eat until you're satisfied, not full, never overeat
- Apply the 80/20 rule at every meal
- Nightly, pack two 150 calorie snacks in zip lock bags
- Sip water throughout the day to avert dehydration
- Limit alcohol consumption to two servings at a time
- 30 minute cardio interval workouts 3x per week
- 2 resistance workouts per week

Emotional Rituals

- Choose to be with people you enjoy, admire, value
- Turn your cell phone off during meals
- Resolve issues with people & things that drain energy
- Schedule connection time with family and friends
- Give people your full presence when conversing
- Write thoughtful note or email to each child daily
- Have regular one-on-ones with each direct report
- Greet your staff first thing with genuinely affirmation
- Visit or call colleagues rather than e-mail when possible
- Turn from computer and give people 100% focus
- Schedule a night to enjoy family and friends weekly
- Cell off for the first 30 min upon arriving home
- If you are married, do all you can to stay that way

Mental Rituals

- Identify the top 3 priorities for the day before work
- Identify the purpose of activities before engaging in them
- Define the desired outcomes before acting
- Write a “New Story” from scratch every 2 weeks
- Stop electronic Ping-Pong by blocking out times to return messages
- Shut down all screens 60 min prior to sleep
- Fully employ each person’s best talents & giftedness
- Anticipate and manage energy highs & lows throughout the day
- Identify ways to improve your work flow & rhythm
- Focus on only 1 single critical objective for 30 min
- Learn to sketch or illustrate your ideas
- Read at least one challenging book each month
- Mentally rehearse for tomorrow’s key events

Spiritual Rituals

- Periodically review & revise your Ultimate Mission
- Make regular time for reflection and journaling
- Extend help to the less fortunate in your community
- Consider how to show respect for the values of others
- Regularly read and reflect on great wisdom
- Think about how to serve your work colleagues
- Write a “New Story” from scratch every 2 weeks
- Ask for forgiveness from someone you have wronged
- Give forgiveness to someone who has wronged you
- Install a picture of your family on your screen saver
- Honor the needs and concerns of others
- Leave a lasting legacy for a cause meaningful to you
- Reflect on the value of your mission upon waking

Most important rituals supporting your new story and your mission:

1.

2.

3.

Most important rituals supporting your new story and your mission:

1. Set iPhone alert to eat low glycemic, 150 cal. snack every 3 hours.
2. Set top 3 priorities for the day before I go to work.
3. Stand up, stretch, move & breathe deeply for 2 min every 30 minutes.

Accountability & Support

- Supports compliance to commitments
- What gets measured gets done

Truth - Four Dimensional Energy Audit

1. **Quantity** of **physical energy** right now?

1 2 3 4

2. **Quality** of **emotional connection** right now?

1 2 3 4

3. **Degree** of **mental focus** right now?

1 2 3 4

4. **Force** of **spiritual alignment** right now?

1 2 3 4

NEVER SURRENDER

**I WILL COMPLETE
THE MISSION!**