



# DRIVEN *BUT DRAINED?* *Now what?*

The Lifestyle Playbook to Reduce Stress,  
Manage Your Energy, Elevate Your Health,  
Performance and Longevity.

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*A legendary hero is usually the founder of something- the founder of a new age, the founder of a new religion, the founder of the modern city, the founder of a new way of life. To find something new, one must leave the old and go on a quest of the seed idea, a germinal plan that will have the potential of bringing forth that new thing.*

**~ Joseph Campbell, "The Hero with a Thousand Faces."**

## INTRODUCTION:

Joseph John Campbell was an American mythologist. His work covers many aspects of the human experience. Campbell's *magnum opus* is his book *The Hero with a Thousand Faces* (1949), in which he discusses his theory of the archetypal hero found in world mythologies. Since the book's publication, Campbell's theory has been consciously applied by a wide variety of modern writers and artists. His philosophy has been summarized by his own often repeated phrase: "Follow your bliss."

He popularized the notion of an archetypal "hero's journey," a pattern that recurs in the mythologies and religions of cultures around the world. From Moses and the burning bush to Luke Skywalker's meeting Obi-wan Kenobi, the journey always begins with a hero who hears a calling to a quest. At the outset of the voyage, the path is unclear, and no end is in sight. Each hero meets a unique set of obstacles or "dragons" which he or she may slay and then comes back to the village to tell their story. But Campbell's keen insight was that the outline of these stories is always the same. There are not a thousand different heroes but one hero with a thousand faces.

The hero's journey is an apt way to think of people who take steps to live what you'll come to know as a performance lifestyle. As the founder of Performance Lifestyle® Inc. and the hub for performance lifestyle training worldwide, I don't necessarily think of myself as a hero. That said, looking back, developing what it means to live a lifestyle that fully supports you and what you're up to in the world, a modern world that now seems to trip you up at every corner did require an epic hero's journey. With many legs on that tour, almost thirty years went into developing the idea what you are about to read leads to; for nineteen of which, I didn't even have a name.

It was not until I discovered the concept of a "performance lifestyle" in athletics that it all began to gell. But before you think that this book, or the lifestyle you'll be learning, is all about athletics; know, right now, it's not. We instill the mindset and a few of the skills athletes use to function and perform as well as they do in their sport to our own hectic lives, and for excellent reasons that you'll discover, but we'll save any further insight on that until you're a little further down the path. This book is about addressing

one of the most significant challenges or “dragons” of our time, affecting parents and professionals, performers of any kind, and athletes alike—fatigue.

I think I had it in my heart to develop a significant idea ever since I was in my late teens; for two reasons that I can surmise. The first is that I was an athlete and engaged in the golden era of bodybuilding when we lived to perform and compete; I was driven and saw the potential of this fully-engaged way of life very early on. The second is the fact that I began suffering from fatigue very early in life, not because I had a disease condition, but because living such a life driven the way our modern one does each of us, left me overcommitted most of the time and tired. Engagement in life and sport wasn't the half of it. I was also running a business. And, like countless others who came of age in the 1980's and 90's, when the world around us was changing dramatically with the explosion of information and opportunity that occurred with the advent of the personal computer, networks, and wireless devices; everything changed, including our lifestyles.

For driven people like me, that was both a blessing and a curse; likely more a curse as I got progressively more tired from all that I was doing. Sleep wasn't very respected at the time, nutrition and fitness had the stage, and the rest was up to you to figure out. Meaning, how to deal with the ever-increasing pace of life that wiped out virtually all our natural boundaries, from dinner time to rest time. I, like you perhaps, just seemed to be always on.

My hero's journey became the quest to answer the following question. *How does one live a driven or "inspired" life without burning out?*; something that was happening to me but I could not see or identify at the time and left me seeking solutions. What I didn't know is the answer to that question would inspire me to give rise to a new lifestyle, or that it would require me to face what felt like different dragons on the journey, but in reality was one. One, which at times, sometimes for extended periods, left me drained.

Ironically, like Campbell, I came to a similar conclusion; on the hero's journey, it was not a thousand different dragons, but rather one dragon, in particular, with several manifestations that I needed to face. And it's likely you do too. But this dragon seemed

almost invisible, and it was. It stalked me, wreaking havoc in my life by making simple things complicated and more out of things than they needed to be... On the journey we all go through as we wake up and grow up, this one had nearly slain me.

You'll discover "personal energy debt" in this book, apply titled *Driven but Drained. Now What? –The Lifestyle Playbook" to Reduce Stress Manage Your Energy, Elevate Your Health, Performance, And Longevity*. In the end, it will prompt you to begin what may be a new hero's journey for you as you learn how to recover from excess stress and what right now may seem entirely out of reach; living in balance with vibrant health and peace of mind while achieving even your most ambitious goals.

You'll discover how to do all of that, and you need to if you don't want today's performance culture and "the dragon" of fatigue to burn you out. But make sure you read the whole book first. Understanding this inevitable dragon, the problem everyone one of us faces on our journey, some more than others, is as valuable as the lifestyle solution.

The book points to what has taken others like me up to twenty years or more to get a handle on and brings it front and center for you in a matter of hours. But make no mistake, while that consolidation of time is real; if you want to get the most out of getting into what you'll come to know as a performance lifestyle, you will still need to go through the hero's journey. There are few dragons on the path that have the impact fatigue can have in your life, so it's worth learning how to reign it in.

That said, there are few journeys as rewarding, like the one that calls you to transition, change and improve the way you live. When you face your fatigue, the addiction (don't worry we all have this one) that will drive you to be always on and the unessential habits that you use to cope; you will ultimately arrive at living a performance lifestyle.

## OUR MODERN-DAY DILEMMA

Today we are faced with a difficulty, no matter how mentally or physically tough you think you are, the excess stress driven people to experience from working longer and harder, processing an endless stream of information, in conditions that are not natural is enormous. It drains you of your life force, and the weight of the chronic stress combined with mounting fatigue doesn't magically disappear at the end of the workday. You don't *naturally* just leave your office and instantly transform into a relaxed, easygoing person. You have to be pre-emptive on this, and in catch 22, recovering can be challenging when you're too tired.

As a culture, we have become more irritable, quick-tempered, cranky, and cynical. Witness the outbreak of road rage and airline rage. We consume over fifteen tons of aspirin and roll upon roll of Roloids to combat the nervous minds and jumpy stomachs caused by stress. Depressing? Well, more than 42 million people are taking mood-lifting drugs like Prozac and Zoloft according to National Center for Health Statistics in 2017<sup>1</sup> up 11% from just six years before.

Quality time with family? Romantic evenings with a partner? Great sex? Sometimes yes, regularly? Fuhgeddaboutit!

We, the driven; people sourced with power, propelled or motivated by something unique to each of us, who want to see specific results show up in our lives, and the lives of those around us, don't punch out our time card at 5' o clock. We don't get to the weekend and get to forget about work and life unless we proactively choose. We are occasionally, and now more regularly, engulfed in never-ending to-do lists with family, career and business, and potentially creative and sporting events. And while we may be physically at work for "only" 50 – 80 hours per week (yes I said 80), our brain never really shuts off—all that we're up to consume our thoughts most of the day unless you know and live life differently.

If you've been in a situation like that- and I'm assuming most people are who are reading this have been or are in currently — you have known that you usually have two options. Either fire up the coffee pot or head to Starbucks and charge full-steam ahead

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<sup>1</sup> <http://time.com/4900248/antidepressants-depression-more-common/>

into all hours of the day and night or realize that the present situation is not sustainable, and things must transition, change and improve.

Many of us choose Door#1, which leads us down an unsustainable path that demands torturous amounts of continuous will power on the journey. Up until a certain point, this hard work probably brings a strange sort of pleasure from the sense of accomplishment through the struggle. But the moment that grueling pace stops being fun, and you begin to accomplish less and less with a severely depleted body/brain – you realize you're tiring, wearing thin and burning out.

#### EVER WONDER WHY?

Ask yourself these questions - and be brutally honest:

Have you ever wondered WHY even though you're currently on a fitness program and eating "healthy" foods, maybe even getting that "extra hour" of sleep, you're still overweight?

Have you ever thought about all the things you're doing for your health that is supposed to help you have more energy and help you to enjoy every second that life has to offer? Then, you end up asking yourself; "If I'm doing all of this, why in the heck am I so run down, tired, frustrated, and all-out exhausted beyond belief?"

Do you feel like you're doing everything in your power to stay in motion, be more productive, and successful and ultimately be ecstatically happy, but for some reason, a reason you can't quite put your finger on, you feel like "something's missing" or even "wrong"?

If you are nodding your head and muttering "Yes" under your breath to any of the above, (you agreed to be honest, remember?) here's the *primary* reason why:

*Life for a driven achiever type (a working parent business owner, entrepreneur, professional and maybe a performer or athlete) is intense in today's day and age, and chances are, because of all the pressures coming at you from every direction, all year round, you are slowly crumbling beneath the weight.*

You may think the answer is a better diet or fitness program, which *may* be true, but if you have little to no grasp on your energy and its management, even improvements in your nutrition and fitness plans will be short-lived. The intensity will mount and yet again; you will be overcome by fatigue, which for many of us translates into something wrong with us, wondering why you just keep *falling short*, so to speak. You'll be feeling good and then have low energy for days on end. Not only does it directly lead to behaviors that promote the pounds creeping up and up, before you know it the compounding symptoms are also distracting and holding you back from your real goals in life, your career, maybe a creative pursuit, fitness challenge or sport.

Like most driven people in the world today, you've worked hard to be as successful as you are. Your achievements and your advancements are because of your diligence and discipline. You may have – at present – achieved more than you ever thought you would, both in your career and in your personal life.

Despite this, you continuously battle the sense of being worn down, beaten down, and heavily fatigued throughout the day. You've noticed that your ability to concentrate and your mental capacity are not as sharp as you'd like them to be. (Certainly not as sharp as they used to be.)

You've tried energy drinks and caffeine, practiced extreme work ethic and obsessive exercise, and just about every other stimulant on the market. Maybe you've prayed for more energy, changed your diet to alkaline, or tried to think positive. What works for a while, never works for long. All good intentions, but they are merely band-aids on an amputation if the bleeding bouts with fatigue don't stop.

You're realizing that *relying* on stimulants of any kind will only mask the symptoms. It may even feel like you've got fatigue licked during an exciting period of your life but after the excitement or the 5-hour energy wears off, the tiredness is back. The problem is, no matter what the stimulant-type, they do nothing sustainable about your low-energy condition. When the symptoms are gone (for a while at least), you ignore the fatigue and as a result, don't do anything about the fundamental issue of being tired or not fully recuperated. Instead, the stimulants give you a license to keep pushing your

body beyond healthy limits, and the sad fact is your body can't keep up with this demand. Sooner or later you pay the price. That price could be:

- Vital exhaustion
- Chronic Fatigue
- Burnout
- Overweight
- Severe depressions
- Nervous breakdown
- Diabetes
- High blood pressure and heart problems
- Weakened immune system
- Cancer
- Death

Even the simple frustrations at the gym or with your workouts, when your body never seems to change, no matter how disciplined you are, is the result of living in a depleting way.

#### TRADING HEALTH FOR SUCCESS

You've been taught that "time is money" – you "mustn't waste a single moment." From pop stars to bosses, you'll "live while you're alive and sleep when you die," or at least "sleep when you get home." So; you continue to push and push. Even at your lowest moments, you've always made a strong comeback, because you're a winner. "*Blood, sweat, and tears*" is the silent mantra that drives you as you think of movies that won't think of you when you're dead, but celebrate your tireless heroism. To some degree, you live and die by that very phrase. You press on, and you're proud of your capability to press on. But here's the cold hard truth of the matter:

Even though you make a strong comeback, each time you're worn down you become increasingly fatigued with each successive round. Tiredness becomes distressed, and distress transforms into burnout, and you fall into the never-ending

cycle of picking yourself up and “boosting” your energy to give it another go - time after time again. And the reason you just keep hitting the wall is that you don’t yet understand how to live what’s called a performance lifestyle.

If you are not familiar with the term *hitting the wall*, this book will make it crystal clear. It’s a seemingly innocuous problem that driven people face day in and day out typically at the end of a day, only these days it’s getting more intense. Until you learn how to lessen it, potentially avoid it, and recover from it, you’re fated to continue going in a downward spiral that will become increasingly difficult to pull out. *Hitting the wall* is an athletic term. It’s when you run out of energy, experience malaise or fatigue and you can no longer function and perform well, let alone see things in a positive perspective. Negative emotions (and negative energy), or at least cynical, become the norm.

I am not talking about the tiredness you feel after a days work that didn’t push you over your edge. Nor, the mild exhaustion you feel after your workout, but even those everyday experiences compounded by not getting enough recuperation or as you’ll come to know “regeneration,” can exacerbate the condition I’m revealing.

The truth is society has tricked you into believing that living “non-stop” is how you *must* live if you are to be truly successful. You wear your “unstoppable lifestyle” as if it were a “badge of honor.” Come on, who doesn’t love the psychosocial thrill of talking about accomplishments, achievements and adventures, and the war stories of what it all took?

If that sounds like it’s true for you, how in the world did you get sucked into these workaholic beliefs?

1. **You are confused about what “actually” gives you energy and what takes it away.** There is so much information out there promising you the sun, the moon, and the stars when it comes to energy and how to *increase your energy*. Most of it is just plain delusional, keeping you more “caught up” with stimulants and fatigued, forcing the downward energy trend to continue. And all

because *you never learned what creates more energy and what sustains energy.*

2. **You believed the marketing spin.** The fact is, we are living in an out-of-control, "Got to have it yesterday" world that results in a marketing frenzy that promises energy, weight loss, muscular development, health and success results that simply can't be achieved "sanely" or "soundly," as promised. The big guys in the self-help industries play on your desperate emotions. They create confusion and stoke desire with their commercials, their ads, and their marketing propaganda promising results overnight. The raw truth is that most of what they promise is impossible to achieve within the time frame claimed. Even if it were possible, trying to accomplish too much too fast creates even more distress.
  
3. **You became frustrated with results that just aren't sustainable.** When you focus on symptoms, not lifestyle solutions and don't solve *the real problem*, you ultimately end up not far from where you first started. It may be few days, weeks or even months or years, but if you're overspending your energy and not recuperating it, it's only a matter of time before you are more frustrated, more confused and even more desperate. Now you're searching for the next miracle, the next book, or the follow-on program that promises to give you what you need. And they come to you from very smart people, in ever more ingenious disguises. You want to feel good, to look better, and achieve complete and utter success - and again nothing you try is working for long.

If you're thinking "he must be talking about the couch potatoes of the world, certainly not me a college educated, probably MBA, with two kids, who runs 10K's and raises money for charity, etc." think again. I'm referring to driven achievers, overachievers and even high achievers who "to-do" themselves to death, who've got everything going on but are barely hanging on and trade their health for success; this is 97% of the population!

## NO WONDER YOU KEEP HITTING THE WALL!

It's not surprising that you fail to get the sustainable results you're expecting more often than not, when you do it at such a seemingly high cost to yourself, by grabbing on to all the seemingly quick solutions that are out there that are not so quick when you consider what you just read. As you struggle to figure it all out, you get caught up in operation "Money Suck" the advertising and marketing people put together with seemingly "easy" answers to "increase your energy" etc., but really they advertise plans just to get your money. When you can't follow through, you think it's your fault and you end up throwing in the towel living confused until the next magic bullet arrives.

It's unceasing. But again, it never seems to go to the root of the real problem. Each time you become a little more jaded. Soon you are unwilling to put your faith in another attempt at getting free, and you lower your expectations. Your low energy may be causing bouts of depression. At first, you may have wondered if you were tired because you were depressed. But then you realized you were depressed because you're too tired to do all the things you used to do when you were "driven." But now you're drained, and the things that used to BE FUN aren't fun anymore. That may include your work, or it may apply to personal relationships – or BOTH. The fact is you're in energy debt.

## THE PERFECT STORM

If you're not managing your energy well, you're over stimulated and under recuperated, fooling yourself into thinking that you're somehow living a balanced lifestyle because of all the time you give your family despite how hard you work. If you think you're living healthy because of the "healthier" diet, you're eating and the workouts you wedge into your schedule. But you're still always tired; then there's a good chance that you'll find yourself living in the middle of a *perfect storm*.

A perfect storm is a life and energy-related issue that occurs when the simple problem of being tired periodically, becomes chronic and complicated by a combination of circumstances that compound your original problem.

a) You are tired, exhausted or fatigued and you're not recuperating your energy b) you are facing stressful situations that you are not happy about and c) you know you are not sustainable. Perhaps you also don't see where you're heading too and the uncertainty just caps it all off.

In its most basic form, that spells depression, and this can happen in many different situations all characterized by living a seemingly non-stop lifestyle and into what you'll come to know, as "the downward energy trend" and later a downward spiral.

Sometimes it's because you're dealing with an illness, or recovering from an illness, trauma or injury. A difficult relationship or a financial situation that has you working harder than ever can give rise to this condition of increased fatigue.

Whatever the specific case may be, "a perfect storm" is created when you continue to drive and over stimulate yourself in unhealthy and even seemingly healthy ways. All for the sake of increasing your energy to complete a never-ending stream of tasks, projects or obligations rather than acknowledging that you are tired and need to restore yourself; it can become a vicious cycle, and it can spiral out of control.

Let's look at the typical non-stop lifestyle as an example. I'm explicitly not calling it workaholism because I know the demands on most of us today and many of us do not work or do as much as we do just because we want to. We do so because we think we need to. Either way though, you're living your life as if you'll never wear out, but because you are living this way, you're wearing yourself down and out. You tell yourself stories and make excuses for why living this way is okay with you (even unavoidable), but the fact is that you're choosing to live this way.

Rather than getting the periodic rest, you need to function and perform at this high level, **this non-stop treadmill on high guarantees that you will run out of energy on a regular basis.** When you start to get tired again, you stimulate yourself again to drive yourself even harder – but this time your body needs more stimulation or takes more time to generate the energy you're wanting. As your energy drops, you experience depression often accompanied by worry or anxiety about the situation you are in or your health. Maybe your response to resulting depression is to start withdrawing from your activities, which deepens the sense of tiredness you feel. Or

perhaps your response is to become anxious, so you either stimulate yourself again or take what are ultimately depressants like alcohol to calm the anxiety; which, lowers your energy further. And that's the exact opposite of what you want and need. The more depressed or anxious you feel, the more you stimulate and depress your energy and either way the downward trend of your power in your life continues, unabated.

DO YOU WANT TO CHANGE THIS TREND?

Whether you're feeling persistently tired and you want to increase your energy so that you can perform, look and feel better, you are living in "a perfect storm," or you're somewhere in-between, it is entirely within your power to improve your present situation. And you can do so by learning to live a performance lifestyle effectively, efficiently and strategically.

*Why continue to live with depleted energy when the solutions are right at your fingertips?* This e-book will give you the information you need to begin the process of getting your life back, starting today!

LIVE YOUR LIFE, LIKE A PRO

In this book, you will get the answers that do indeed address the *root* of your chronic tiredness and fatigue in our modern lives. Including an understanding of *the hidden variable that undermines all health and success initiatives that until now you were taking the fault for when all along it was caused by your heroic efforts.*

Once you understand this condition, you can say goodbye to a life distracted and held back by tiredness and fatigue. You'll begin to genuinely regenerate and manage your energy regularly and systematically and feel more confident no matter what your present situation or circumstances.

Learning the dynamic skill of regeneration is vital to resolving your hidden lifestyle challenges, from poor eating and inactivity to lacking clarity and focus in your life. It's also essential to evolving with a performance, lifestyle mindset and skillset so you can live a balanced and healthy lifestyle successfully, achieving your goals and wellbeing.

Once you learn what a performance lifestyle is and the lifestyle skills that follow, for perhaps the first time, you will know how to live in balance, with vibrant health and peace of mind while achieving even your most ambitious goals.

### **HERE ARE THE ANSWERS YOU'VE BEEN SEEKING.**

In this easy to read, 91-page Playbook you will learn:

- How to know if you *are suffering from personal energy debt*. (*You may think this is obvious but it's not.*)
- What it means to *hit the wall*.
- How you can stop *hitting the wall* and learn how to restore your energy the same way athletes and other healthy high achievers out of sport do.
- What *vital energy* is and why it's important to understand it.
- What *natural cycles* are and how you can recapture that essence, so you leave vicious cycles and downward spirals behind.
- *The #1 most potent principle of personal energy management you will ever learn.*
- How elite athletes expend and replenish energy for health, resilience and periodic peak performance and you can too.
  - The different types of *achievers* and where you are in the process of establishing a performance lifestyle you can call your own.
  - How to rise and achieve your goals in that balanced and healthy way you hear so much about but have yet to experience.
  - How **Performance Lifestyle**<sup>®</sup> came to be and how the idea will change the way you think and live – your lifestyle.
  - What **Performance Lifestyle** is all about and why learning the lifestyle formula to *live in balance with vibrant health and peace of mind while achieving even your most ambitious goals* will dramatically improve your quality of life.
  - All this and much, *much* more.

The playbook in your hand is insight-packed. It's a gift because we care about you, your health and success. We want to introduce you to the lifestyle that will support you and what you're up to in the world, get your lifestyle working *for* you in your life.

If you're burned out and don't know why,

- If you're fed up with being tired the moment you get out of bed,
- If you desperately want to increase your energy and learn how to have your energy levels be what they need to be when you need it,
- If you long to have fun and enjoy life more, the way you used to,
- If you want to regain that *edge* that you used to have,
- If you think you'll just *die* if you hit that wall one more time,
- If you're just tired of *being tired, all the time*,
- If you want more freedom, more energy and to achieve new goals at a higher level

Then you're in the right place.

So, let's start with a closer look at some of the everyday realities of life when your lifestyle is not working *for* you, and you can't seem to achieve your goals in a balanced and healthy way.

## **CHAPTER 1**

### **I HIT THE WALL – AGAIN!**

#### RECHARGED FEELINGS VANISH

A little dramatization, but not unlike real life.

Okay! It's happening again.

You got what feels like more rest than usual over the weekend, and you feel recharged and ready to go. Monday morning you have it all planned out. This week, for sure, things will be different. You'll leave a little earlier than usual; perhaps miss the worst of the traffic crunch. It took a while to find something to wear – nothing seems to fit anymore. You keep pushing clothes to the back of the closet. You're confident you'll be back into those smaller sizes very soon now. There's a new diet you're going to try next week. No time for breakfast. But then, there's seldom time for breakfast. Before you ever finish the morning commute that lovely feeling of being recharged vanishes. Where did all those nasty drivers come from?

#### PUTTING OUT FIRES

You remember when you were at the top of your game at work. Now it appears plum assignments and opportunities are passing you by; you're not feeling as valued, and maybe you do not feel the job is as important to you as you once did. You can remember when you were a valued employee at work. It now feels as though you've lost the respect of your leaders and your co-workers. (Or is it the other way around – you, are losing your respect for some of them?) Relationship building just doesn't seem to be your forte these days. It seems all you do is deal with fires. The inbox of your email runs your life. Projects stack up, and there is never any end or enough energy to do it all.

If you're the CEO in charge, you may be sensing that you're less and less "in charge" of anything. Your days run you; you feel less in control, and you too have less energy to deal with it all; meetings drag on and on, which further drains your energy levels and tries your patience. By mid-morning you are desperately in need of a little picker-upper. Coffee and Danish do nicely. Before lunchtime arrives, you've already

mentally snapped inside, to at least three people but thankfully you've still pretty much held your peace.

When you have a moment to stop and think, you find yourself wondering, "Was I always like this?" or "Was my life always like this?" It feels like you're up against a wall.

#### *More Time*

Thank goodness for the "still accepted" lunch hour. You'll be able to get a little caught up if you eat at your desk. Order in fast food or pick it up at the nearby deli. A caffeine-spiked soft drink will help you get through the afternoon.

#### IF ONLY YOU HAD MORE TIME

You're thinking about that new health club membership you purchased at the first of the year. Those first few weeks when you spent time at the club, you seemed to feel better and even felt a little better about yourself. But then you broke routine again! Things at work just keep getting more and more demanding, and more and more hectic.

And then you think about your kids. The older they get, the more attention they demand. You know you should spend more quality time with them, and you feel guilty that it doesn't happen. But after all, you're not superhuman. There's only so much a person can do, right? You can't do all that and squeeze in the exercise time as well. Just the fact that you *want* to exercise should count for something! Right?

#### IF ONLY YOU HAD MORE ENERGY

On the drive home, you think again about the health club. But tonight, just wouldn't be the best time to go. Still, you struggle with that feeling that you're up against a wall; you stayed later at work, and you feel so drained, you're not sure you could even walk from the car to the gym. You hate that feeling. But you'll feel better after a glass of wine before dinner. All you need is a little more rest. You'll get to bed earlier tonight – for sure. You've made up your mind.

#### **FAMILY TIME?**

You may arrive home to find that World War III has broken out at your house. Your spouse is upset, the kids are in a battle, and there are three or four things you'd promised them all you'd do, but you just haven't gotten to it yet— again. Even when you have the time, you just don't have the energy.

Peace at your house is only a dim memory. Your son seems to have a chip on his shoulder, daring you to put your foot down. It's hard to know how to handle him these days. You wish you had more time and energy to sort out all the details, but there are only so many hours in a day, and you're spent

Dinner is late, and you're hungry. A heavy meal, plus another glass of wine – just to help with digestion, of course – and finally things are quieting down a little. You flip on the tube – just to get the news and weather, of course – and then a movie comes on. Man, oh man; it's your favorite from years ago. Relaxing with a movie is resting, isn't it? After all, resting while watching a movie and resting while sleeping is all about the same, aren't they?

Once you finally hit the sack, sleep seems to elude you. All the frustrations of the day march through your mind's eye like a bad b-grade movie. Your whole life feels like being on a treadmill that someone turned up on high when you weren't looking! It seems like you can't slow down, you can't stop, and you sure as heck can't get off, and the fatigue is getting to a point where you feel like a shell of your former self.

The next morning when the alarm awakens you, you find you're even more exhausted than the day before. Probably shouldn't have watched the movie. It was a great movie, and you enjoyed every minute of it. After all, you deserve a little indulgence *just for you* now and then. Right?

You're out of the house later than ever. The commute is more hectic than ever. Throughout the day, there are more fires to put out, more feelings of wanting to snap at people, more extended meetings, more emails to answer, more cups of coffee and more soft drinks to prevent you from "hitting the wall" – again!

## **HITTING THE WALL**

How much of the above scenario can you relate to? If you are an *achiever-type*

(more about this later), you will connect to some degree. You may not know precisely what “hitting the wall” really means, but it describes your life as you find yourself running out of energy to do what you want and need to do, at the most inopportune times. The truth is, you’re hitting the wall – in athletic terms, you’re *bonking* – and when it comes to your plans, including your health and fitness plan, you just can’t stick with it and follow through. You cope with stress in ways that create more stress, not once or twice, but many times throughout each day as you try to follow through on all your good intentions but don’t. It’s happening with a greater degree of frequency every week, and understandably you are not happy about it. You know if you ate better, rested more, exercised more -- lived that balanced, “healthy lifestyle” you hear so much about – everything would be okay. Right? Perhaps. Perhaps not. Either way, what you’re starting to learn in *Driven and Drained* is going to surprise you. In fact, it may shock you.

Everything you’ve been chasing up till now – starting a new exercise program, losing a few pounds, grabbing an extra hour of sleep, eating better, organizing your time, are all scattered and fragmented aims in life. You may even see them as goals when they aren’t; they are the essential means to achieve your goals.

But why is it that when you do get that extra hour of sleep, eat better (as well as you know how to anyway) and start that new exercise program, and when you do organize your time you still fight with weight gain, and you even fight with feeling rundown and beat? It makes no sense.

The fact is your non-stop lifestyle has you running an *energy deficit*. You are experiencing what is known as *personal energy debt*. *Energy-debt* is a term I coined to include but go beyond what sleep professionals have called “sleep debt,” to label what happens when you don’t get enough sleep. Energy debt refers to what happens when we fail to meet our obligation to replenish the vital energy we use up every day; that is if we want to stay balanced at the core and healthy. The very strength on which everything you do depends on energy replenishment. The consequence of energy-debt is that you are unable to sustain your healthy lifestyle and fitness plans, and frankly maintain the capacity required behind all human functions, and performance, physical

and cognitive and this affects your ability to achieve your goals, in your life and your business.

#### LOW ENERGY (TIREDNESS, FATIGUE)

What you need is not a better time organizer, a new diet, or even a more robust exercise regime (each of which has value in the whole), but alone don't solve the real problem, which is overwork, overexertion and overspending your energy in today's performance culture. What you need is a new kind of healthy lifestyle called a Performance Lifestyle. Performance Lifestyle is an integral mindset and skillset that focuses you on **harnessing and maintaining optimal energy**, and then **optimizing your lifestyle** to manage that energy to function and perform at appropriate levels. There is a reason why this is not called the Peak Performance Lifestyle because if you are performing at peak all the time, you would be an addict and a burnout.

When you live to function and perform well, you stay healthy and in turn your lifestyle and success improve your quality of life. It's a more flexible, more aware, and more focused mindset and skillset and only about 3% of the population seems to know it; meanwhile, the other 97% struggles with low energy that gets covered up, wondering how the other few just seem to thrive.

#### THE BIG SECRET

The big secret to living a performance lifestyle is staying out of personal energy debt in a significant way, so you have the energy for performance. And then optimizing and coordinating the many aspects of your lifestyle around the goals you want to achieve and the outcomes you want to experience. That's what balanced and healthy, high-achieving people do. When you do this well, you can move out of that bottomless pit of *energy debt* (which translates to being always tired, or chronically fatigued) and move forward in a position of strength with the awareness and skills very few people know and live by.

*Awareness and skills that at once enable you to achieve like never before but do so without living outside the bounds of your biology.*

Performance Lifestyle is for people like you, who've got everything going on but at times feel like you're just hanging on, suffering from low energy nearly every single day.

What if, instead of always chasing after more time, you could awake with more of the "naturally occurring" energy (equate that to joy, enthusiasm, and exuberance) that you need for the day and more effectiveness; meaning you could accomplish and achieve more, with less energy output? And what if you knew how to get more of it when your energy gets low, like it was on tap, and do it without any guilt or shame of feeling that you're unproductive or not "getting things done fast enough?" What if you had enough energy to achieve your goals and had enough excess power to drive through your workouts and spend quality time with your family?

Wow! Sound too good to be true?

That, my friend, is what this book is all about!

## CHAPTER 2

### IS IT JUST AN ATHLETIC EXPERIENCE?

#### THE AWAKENED FEW

Who are the **3%** (approximate, it may be more or less, but you get the point) of the population who know and understand a great deal about regeneration and living performance lifestyle? Awakened athletes! They are elite, but a big reason why they are elite is that they have developed performance lifestyles to support them and the games they play, which is why they are so good. It's not just talent, it's their lifestyle.

When you think about it for a moment, you know that must be true. You may not be into sports or even a fitness enthusiast, yet you watch in amazement at the most unbelievable performances of these supercharged human beings.

From swimming to mountain climbing to ice skating, to Black Diamond skiing, to the Boston Marathon, to Olympic performances, to the Super Bowl. Think of the pressure and stress of the final moments of an important basketball game or football game, golf or tennis match with millions of viewers watching both in the stands and via TV. How do these elite athletes continually perform with such skill and maintain such high levels of endurance? How do they do it?

Could the answer be in their diet? During training before the 2008 Summer Olympics, did Michael Phelps get up one morning and decide he was going to try a brand new healthy eating regimen so he could swim better? Would weight loss be tops on his *to-do* list? Perhaps he considered putting "must exercise today" at the top of his time management *to-do* list. And what about finding more time to practice? Sounds silly, right?

While sleep, rest, recovery, relaxation, meditation and rejuvenation, nutrition, training, and practice are essential in the life of an elite athlete they are a regular part of their lifestyles. They're *daily objectives*, "*givens*" not goals, and "trying" to do these things is not the *focus* of their daily life. So, it should be in your life as well.

#### SPEND AND RECUPERATE YOUR ENERGY

What is that hidden factor that equips elite athletes to perform at the top of their game continually? It is this: **they become masters at efficiently spending (generating) and recuperating (regenerating) energy.** They know how to maximize their skill and stamina by alternating periods of activity with periods of strategic recuperation. They understand the necessity of balance between stress and recovery. It becomes an ever-changing pattern of rhythms in their lives. While we saw Olympic swimmer, Michael Phelps, expending incredible bursts of energy to bring eight gold medals home from Beijing, those bursts were quickly followed by recuperation. Time to rest. Time to recuperate. Time to reflect. Time to re-focus. A rhythmic and routine pattern was taking place as he spent and then *recovered* his vital energy.

Do you know of any athlete in any sport who plays at peak energy output with no break or recovery time? Would Tom Brady try to convince Patriots Coach Bill Belichick, that he also wanted to play on defense and never come off the field or play a different sport in the offseason? Last I checked there was only one Bo Jackson, he tried it and didn't last long, and if there ever was a mortal superman, he was it.

Few professional sports players perform at high levels on a year-round basis. Often they have weeks, if not months of off-season. They work but don't have any expectations of peak performance. Add to this the fact that there are breaks between games or matches. And don't forget that even within a game there are "timeouts." (Except perhaps a marathon race) but also in a marathon, their performance lifestyle prepares them for and helps them recover such immense outputs of energy.

**Now you're no doubt thinking, "What does this have to do with me and my life?"** There's no way I can compare my life to that of an elite athlete. I don't have a peak season and postseason; I'm in season all year round." Well, you may be surprised to learn that you have more in common with athletes than you ever thought possible.

### ***Achievers, "Success Minded" People are Athletes***

The truth is, anyone who must function and perform at high levels is, in essence, a type of athlete. *As an athlete, you focus on achieving your goals, and high-level performance is demanded of you daily – for nonsports athletes, nearly all the time!* The

problem is, unlike those elite athletes:

- You have had little or no training in how to deal with high levels of stress, i.e., high levels of energy expenditure and what's required to get your energy back. What an athlete might experience as an inevitable outcome of a challenging exertion has another person without such training, on the way to the doctor or a psychologist.
- You have likely had little or no training in *regeneration*, which is the big subject, referring to the *spirit, energy, and the human body (tissue)* that a lot of people are now starting to talk about, but few know how to talk about. Simply put they don't have the breath or depth on the subject. Even athletes are either uneducated or remiss here for the same reasons that nonsports athletes are.
- *let alone lifestyle other than following the latest diet and exercise programs and getting sleep when you can get it.* You're continually moving forward at full throttle, with limited knowledge of the natural cycles or how to proactively leverage their power.

These among many other Performance Lifestyle skills are what athletes learn by default, in the cultures of which they are a part. Even though most of this training is not formal beyond the sports-specific practice they focus on, the lifestyle they learn by default enables them to perform at higher levels than most without compromising their health, which is the foundation of performance.

Athletes and healthy high achievers in other fields are in the 3% of the population. *The other 97%, who have never had the athletic experience, for long, lifestyle training or coaching are left to figure it out on their own while working in cultures that reinforce a performance addiction.* More on that later.

Is it any wonder most people are always chasing their tail in a relentless pursuit of their goals? They have a great deal of ambition. They're not lazy by any means they're highly motivated. But if their purpose is outpacing their energy capacity, personal and professional performance problems are inevitably waiting around the corner, not to mention the weight and health problems that predictably follow due to an unnecessarily

poor lifestyle. The things you feel the need to accomplish (and even many of the things you *want* to achieve) will not get done because you are likely suffering from fatigue.

#### COULD AN ATHLETE PLAY NON-STOP?

Imagine this scenario if you will: An athlete is involved in a type of sport that must be played – and played at peak performance – forty or fifty hours a week, every week of the year, with perhaps a couple of weeks off. Now instead of a career of seven to ten years (as is likely with most professional athletes, unless you're an athlete like Tom Brady who lives a performance lifestyle), imagine that this athlete must keep up this kind of pace for thirty or forty years. Would that athlete make it without trading their health for success? It's doubtful!

Now ask yourself – isn't this what you've been demanding of your mind, your body, and your emotions? It's time to stop and assess. It's time to rethink the course you're on. It's time to change your mindset, how you think and live – your lifestyle. What is needed here is first to learn how to sleep a ***legitimate 8 hours a night more or less***. And then, ***the secret science of living with optimal energy levels***. It's "secret" so to speak because so few people understand how to do this, which is surprising because it's what gives driven people the edge. It's performance living "101", and if you don't know this, you are operating at a tremendous disadvantage.

***Performance Lifestyle*** was initially developed as the lifestyle of choice for elite athletes, to coordinate all aspects of their lives to support their intensive training and focus on winning in their sport. Now, a **Performance Lifestyle®** is for people in all occupations who need to perform at high levels all year round without sacrificing their health or taking years off their lives in the process.

For perhaps the first time in your life, you are finally focusing on the real solution to maintaining your energy, your health (including your fitness), and performance, while you achieve the success you want in your life and business. The first solution of its kind ever made available to the person who is likely not an elite athlete.

IS YOUR LIFESTYLE WORKING *FOR* YOU OR AGAINST YOU? THE DISCOVERY OF HIDDEN LIFESTYLE CHALLENGES.

Let's face it, life can be very challenging, even when things are going great. While there are different kinds of stress that you will learn about, there is some truth to the statement that stress is stress no matter what the kind; to say, even good, productive stress can wear you down and it's the "wearing you down" part that we are most addressing in a performance lifestyle.

If you feel overwhelmed, exhausted, overstimulated and under recuperated, you're experiencing the overweight condition or other health complications that are distracting you from achieving your life goals, then you are likely in energy debt, and some aspect(s) of the way your life is structured, your lifestyle and or the way you are approaching your goals (maybe even the goals themselves) is working *against* you. In other words, you are being distracted and held back because of hidden lifestyle challenges.

For example: In Performance Lifestyle® Training, we talk about the stress of hidden lifestyle challenges frequently. They are the shadow side of the fundamentals of successful living: essentials skills (or habits) we all need to know if we're going to perform, look, and feel like a pro. That is someone who is **proficient** and skillful at navigating life so they can achieve even their most ambitious goals while living in balance with vibrant health and peace of mind.

A hidden lifestyle challenge is an underlying dynamic or stress in your life that causes compounding distress and distraction and takes your attention away from what is most important.

You know something is wrong, but you can't quite put your finger on the cause or solve the problem, even though you are doing what all the popular books and usual authorities tell you to do, like eat less, exercise regularly, and get more sleep. **You are suffering from hidden lifestyle challenges.**

Most of the challenges people suffer from are hidden, particularly for those of us who have a lot of responsibility and put out a great deal of personal energy and often don't have the time or attention available to find the "needles in the haystack." It is

common for driven people to cope with stress in ways that create more pressure, and cover up the original causes of the tension as they maintain their addiction to performance.

These challenges often don't resolve with popular tactics that focus on the symptoms. For example, the signs of fatigue, weight gain, and atrophy (deconditioning) are not addressed by just getting you to boost energy with stimulants, lose weight by calorie restriction, and build muscle by adding more protein. All of these tactics miss the main point, and there are several lifestyle factors at play in each of these conditions. It also takes a lifestyle mindset and skillset to sustain improvements tied to something more significant that motivates you.

It's no surprise that the health and fitness fields typically focus on specific issues; like low energy, lack of muscle tone and increased weight. These are easy to target symptoms of a lifestyle gone awry because you can see that there's a problem when there is too little energy, deconditioned muscle, and too much weight. Education aside, the original causes of any one of those problems are usually hidden and are almost always the result of a series of unresolved lifestyle challenges that conspire to produce undesired consequences.

Despite how much discussion surrounds eating, exercising, and sleeping (which is far less than the others and just now becoming a big topic), known as the "trinity of health," the source of such challenges is predictably confusing. And to untangle that confusion, especially if you or the person you are taking advice from is only competent in some part of one or more of these common aspects of lifestyle, can be hard.

So, while living a Performance Lifestyle naturally includes a supremely functional view of nutrition, fitness, and sleep, it is constituted by a much broader array of essential skills; that can solve these challenges, and a whole lot more. But for now, to help you understand what it takes to resolve a hidden lifestyle challenge, we'll focus on fatigue, eating nutrient-poor food and inactivity.

#### HIDDEN LIFESTYLE CHALLENGE #1: EXCESSIVE STRESS

In our modern, fast-paced world, fatigue is a persistent challenge. With so many demands on your time and energy; the busier you get, the less space you have to take care of yourself, your body, and your life. And as this persists the higher will be your fatigue. Fatigue is caused by living on or over the edge for too long. For starters, it's spending more energy than your body is recuperating.

In response, you work hard to squeeze in the latest health tips, nap or meditate occasionally, and maybe even strive to get to bed earlier, but you still aren't waking up fresh each day. You're always tired not because there is something wrong with you, but because you are spending energy at a rapid rate and recuperating at a slower rate, and it's no small matter. In fact, this is probably the second most significant challenge you will ever face, next to waking up to who you are (enlightenment) and no longer walking around as a "thinking thing" (which can be stressful and energy intensive, to say the least). Everything else you do in life depends on having enough power to do it well and sustain it, and that includes living in balance with vibrant health and peace of mind.

So no discussion about energy can exist without some insight into stress as it's the stressor that's calling forth the generation of power. From life itself, to how you navigate through your life, we are faced with several sources of stress, some of which present themselves when the stressor isn't there. Hence, when I use the word stress, don't think of it as "bad."

You need stress, just the right kinds. More on distress, stress, and eustress later. For now, because this is not a chapter on "stress," let's focus on levels of stress that can make up a hidden lifestyle challenge either through its presence, the lack thereof or disorder.

1. *The biology of stress*—think circadian rhythms, light, neurotransmitters, hormones—
2. *The stresses of living* —think lifestyle, your posture to life, how you sleep, rest recovery, fuel, strengthen, plan, focus, etc.
3. *The stressors we experience in our external world that we influence but don't completely control and or don't know how to handle*—think family, professional environment, social life, finance, civic responsibilities, etc.

The hidden lifestyle challenge of excessive stress, which results in fatigue and more burden across the board, is caused initially by living outside the bounds of your *biology*, which compromises your function. The compromised function now usually gives rise to *living* in such a way that prompts responding to stressors in ways that create more stress especially in an environment that reinforces that pattern. See Hidden Lifestyle Challenge #2 below. Rather than responding in a way that dissipates the stressor and restores you, which in and of itself takes energy; your depleted response strengthens a vicious cycle and potentially a downward spiral rather than you. The stress mounts still and now puts undue pressure and tension on your external world. Feeling like a house of cards and no longer living from a position of strength, this often short-circuits our life decisions.

In Performance Lifestyle training, it's essential that you learn how to come from a position of strength. You will not beat fatigue, but you can overcome or dissipate fatigue and do that, you need to deal with your present situation and the sources of stress. Including, fatigue itself. For starters, you can stop misinterpreting it so that you can regain your energy.

You do that by learning not just the biology of stress and energy that informs you on why you need to stop coping; but now through lifestyle, you can change and eliminate unnecessary stressors. You'll now be inspired by what's happening behind the scenes; and soon, you'll know what to do, how to do it, and why you're doing it so that you can do it.

In performance lifestyle training, the primary solution for overcoming this hidden lifestyle challenge affecting you across the board is learning how to *regenerate your life force energy*. I am the essential lifestyle skill of utmost importance, even more than nutrition and fitness.

## HIDDEN LIFESTYLE CHALLENGE #2: THE STRESS OF EATING NUTRIENT-POOR FOOD

With the way we market food today, even a product that is rich in just one nutrient will brand as a "healthy food." Per the point earlier, there are so many nutrient-poor foods that are sold as healthy foods today, in a depleted state when you just don't have

the energy to shop for, prepare or seek out real food, it's easy to eat nutrient-poor food for most of your life. They are everywhere. Many of us are eating up to 50% or more of foodstuffs that are human-made, with nutrient-poor ingredients that are considered healthy or acceptable in a diet (culturally or *economically*), but they **aren't** health promoting at all. On top of that, almost 40% of the "natural" foods we eat, we consume at levels that are too high (think animal products). These are natural foods that are rich in some nutrients but are still nutrient poor.

If you have spent much of your life thinking you are eating healthy when you aren't, poor nutrition is no doubt causing issues with cravings, addictions, and overeating.

The hidden lifestyle challenge is causing stress, in this case, eating a nutrient-poor diet.

In Performance Lifestyle training, it is critical that you learn how to nourish your body, so it can provide you with the stability you need to move through the day while freeing your energy from the distractions caused by eating nutrient poor.

The primary solution for overcoming this hidden lifestyle challenge is learning to eat up to *90% or more whole foods, nutrient-rich*.

### HIDDEN LIFESTYLE CHALLENGE #3: THE STRESS OF BEING BUSY BUT PHYSICALLY INACTIVE

Your body manifests the stress you are enduring in your life in either a constructive way or a destructive way, depending on the kind of stress you experience and how ready your body/brain is to adapt. But you won't know your actual physical condition, which is now just about muscles and fat, but also about how well rested and fueled you are; until you test yourself in a performance capacity otherwise you may think you are more fit than you are.

In a performance lifestyle, being physically active is essential. It's not only when you get accurate feedback on your condition, but it's also what strengthens you and enables you to act on what you are up to in the world. On top of that, few aspects of lifestyle give you a faster positive impact on thoughts and emotions than simple activity, exercise or training. Nothing makes you feel more invigorated than when you challenge yourself physically.

If you are living a physically inactive life, you are not alone. Many people struggle to get enough exercise or overestimate how active they are because they are tired, chronically fatigued or burned out and they haven't come to terms with that, nor the poor eating that's compounding it.

When you deal with hidden lifestyle challenges #1 and #2, in the grand scheme of your life, set a new standard and then maintain them on a regular basis, you'll find you're ready for conditioning your body more regularly. And nothing will inspire you to increase the way you love and live the game of life more than physicality.

The hidden lifestyle challenge that's causing "the stress" here is a lack of physical conditioning. Yes, exercise is both a stressor on your body, but the lack of it is also a stressor in the same way that eating is a stress on the body, but eating nutrient-poor food is even more stressful given the body is not getting its needs met.

The Performance Lifestyle solution is to activate and strengthen your body, but as you know that ties to other essential factors, explaining why you are not active now.

Keep in mind that physical activity is not solely responsible for strengthening your body. Without resolving Hidden Lifestyle Challenges #1 and #2, you'll be exercising a fatigued-body that probably isn't appropriately fueled.

So, this is why we're giving rise to a whole new lifestyle, with the understanding that regeneration and feeding an activated and strengthened body are the core essentials for living in today's performance culture, but not the only essential skills.

## GETTING STARTED

Twelve hidden lifestyle challenges compound stress in our lives and prevent us from handling difficulties in an authentic, resilient, and renewable way. We offer resolving lifestyle solutions to each of them.

In [Performance Lifestyle training](#), we address each essential solution in a lifestyle context and in a way that's relevant, meaningful, and actionable. We also use the

inspiration of athletics, so you can relate to a segment of the population where lifestyle links directly to performance and success.

Performance Lifestyle *training* teaches you how to assess your present situation and circumstances and not just change, but the transition and transform your lifestyle. It also helps you deal with **personal energy debt**, as this is “the” hidden variable sabotaging everything, not your health and wellness alone, but also your performance, success, and wellbeing. It’s the single biggest distraction or preoccupation that holds people back from what they are up to in the world, let alone looking, feeling or performing better. It is the single biggest barrier to “change” of any kind, including your lifestyle.

In the next chapter, we’ll take a closer look at what the build up of energy debt can create, *hitting the wall*, what it means and how it affects your life.

## CHAPTER 3

### WHAT IS *HITTING THE WALL*?

Those people who are familiar with the expression "hitting the wall have some athletic experience in their past." It's an athletic term. However, if you're not into sports or a fitness enthusiast, you may need a more precise definition. *Hitting the wall* (also known as *bonking*, or *the bonk*) referred initially to runners who were describing what happened to them between the eighteenth and twenty-fifth mile of a marathon. At about mile 20, the runners' legs become stiff and pain-filled; it demands enormous effort just to lift their legs.

It's that moment when their blood sugar drops, their muscle glycogen depletes, their action potential diminishes in frequency, and their muscles feel like lead pipes. Thinking becomes fuzzy, and judgment is faulty. Some runners also report experiencing a form of hallucinating. Those involved with cycling – also an endurance sport – have claimed similar experiences. Sort of like feeling lighted buzzed from alcohol.

### RUNNING OUT OF ENERGY

Hitting the wall is all about running out of energy; both the charge (think electric power) and the fuel (think food). For non-sports athletes, someone who is enduring the process of parenting, working or performing in another capacity, it's the build-up of fatigue that is often the most significant constraint not the lack of calories, but this happens to sports athletes as well. The build-up of specific energy factors due to excessive stress and energy stores get depleted. That means not only does the body begin to suffer, but the mind – the brain – as well. Dick Beardsley, spoke about his experience of hitting *the wall* at the second marathon of his career, in the 1977 City of Lakes Marathon: "*It felt like an elephant had jumped out of a tree onto my shoulders and was making me carry it the rest of the way in.*"

In some form or another, hitting the wall is like a collapse of the entire system.

- The *muscle-glycogen bonk* is when the brain works fine but the legs just up and quit.

- Then there's the *blood-glucose bonk* when the legs work fine, but the brain shuts down.
- Then you have the *'everything' bonk*, which might include dehydration, training errors, gastric problems, and nutrition gaffes.
- For some, who didn't get enough sleep, add the *vital bonk*, starting the race without enough "recharge" to sustain the distance.
- And then there's the *little-purple-men bonk*:  
*"After about 20-K, I started to see little purple men running up and down the sides of these cliffs,"* says Mark Tarnopolsky, M.D., who wears hats as both a leading sports nutrition researcher and an endurance athlete. *"I knew it was a hallucination, but I stopped in the middle of the race to look at them anyway,"* he says. *"It was kind of crazy."* <sup>2</sup>

#### AN EVERY DAY EVENT

So now you're wondering again, what all this has to do with you. Perhaps you've never run a marathon in your entire life. The truth is, as an achiever-type, you are running a marathon and maybe perpetual sprints, as you face the relentless demands of your life and business. Hitting the wall can happen every day in your life. Even if you're not into sport, this experience may be even more common for you than it is for an average sports athlete. The circumstances may not seem as extreme, but it is just as dangerous nonetheless.

You're on a computer all day long, processing more information in a given day than you might have handled in a whole week in college; crunching numbers, thinking, talking, reaching out, negotiating, etc. costs you vital energy, while your body barely moves. So not only are you using power at a lightning fast pace, your body is less efficient with that energy because it's not in excellent condition and even if it was in

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<sup>2</sup> <http://www.runnersworld.com/article/0,7120,s6-238-267--11428-0,00.html>

excellent condition, overspending your power ends the same.

### **THE CHALLENGE FOR ACHIEVER-TYPES**

One of the biggest challenges achievers face in everyday life, and especially in business, is the art of avoiding “the wall;” the malaise that takes you over when you’ve been overspending your energy for some time. What often gets passed off as not enough ‘time’ is not enough energy to operate at full capacity. And that means you’re less effective in the time you have. Even for those achievers who view life “*as a marathon and not a sprint*” and who pride themselves on their ability to pace – hitting the wall is still a common experience.

Not unlike endurance athletes and high-altitude climbers, everyday achievers experience a similar debilitation when their energy runs low. And yet, while they may not run out of muscle glycogen (the storage form of blood glucose – the “blood sugar” that fuels your brain); the build-up of fatigue from excessive stress, lack of sleep, overconsumption, lack of physical efficiency hits them hard. Often early in the day too, fatigue builds up due to constant activity and minimal recuperation time despite how much or how health-promoting the food is that they are eating. While they are usually never deficient in food (calories) the byproducts of spending energy nonstop, and then not getting enough recuperation gives you the experience of cognitive fatigue. Others might call it depleted *nerve energy, life force, or **vital energy exhaustion*** all of which are useful terms but point to the following:

- 1) *The lack of sleep (sleep debt), or rest, recovery time, etc. and all that takes place during these times that “recharge” you.*
- 2) *Overactivity accumulated into what we call **energy debt**.*

### VITAL ENERGY

Every culture has a name for energy including *chi*, an eastern term and prana a Sanskrit term; but in reality, it’s the combination of two sources of energy, electrical energy and food energy working together in a streamlined and harmonious system to

produce what people experience as “life force.” When your lifestyle is optimal you can sustain that energy.

Even eating the healthiest diet in the world, you can't just keep spending energy or be engaged in work; your body needs the space and time to a) recover from stress, b) restore its function and c) remove the by-products of activity to increase your naturally occurring action potential once again. Sleep, rest, recovery, relaxation, meditation and rejuvenation periods are foundational to managing your energy, so you have the capacity for future activity; they are periods where the regeneration of your body/brain gets done. Which is why in Performance Lifestyle you need to learn about stress, energy and fatigue and then the lifestyle that enables you to live with optimal energy levels.

It's not enough to think about a car having a full tank of gas – but if the battery is dead, it's not going anywhere. Metaphorically that works, but what keeps the body-as-a-battery “charged” is both fueling the body (battery) right and giving the body enough time to regenerate. When your energy system (your body/brain) does not get the regeneration it needs, your energy will get low, and you will slow down as you lose your capacity to function and perform well. That's a fact. You will hit the wall even with a stomach full of food, even healthy food!

Achievers run out of power each day because they don't regenerate. Few achievers are suffering from a lack of calories; they are just burning out. Overexertion and the lack of regeneration so essential to the function and performance of the body are just not there. They rely more on energy generation; this depletes the body, and lifestyle decisions follow suit with now hidden lifestyle challenges across the board that prevents you from having the energy levels to invest in high-quality life decisions, from eating to exercise, in life and business.

And all of that is the soil for negative emotions such as anxiety, defensiveness, guilt, fear, frustration, anger, and sadness, each of which has a toxic element to it. In turn, compromises in your health and the immune system follow. Without regeneration, you will continue to function at subpar levels and maybe not even realize as you ratchet down, and that becomes your new standard. Therefore, you remain frustrated with

yourself day after day after day as you *misinterpret your fatigue* to be something wrong with you. And you keep looking for answers in all the wrong places.

#### THE ACHIEVERS PARADOX

Virtually all of us are achievers in one way or another. We wake up to be successful, and everyone knows that life is challenging even on an upward spiral when things are going great. But today, we have access to more information and opportunity than ever before in history, yet information and opportunity have more access *to us*. We can accomplish our goals faster but with more demands on our energy and time and it brings up a paradox – ***the busier you get, the less time you have to take care of yourself, your body and your life***

#### TAKING CARE OF YOU

Have you found this to be true in your life? Are you wondering how to live that forward moving, high achieving life, without feeling like you are always up against the wall and running out of energy? It's no secret – all the latest technology – computers, cell phones, texting, iPhone, and Androids – initially made us think that life would be easier. And in many ways, it is. But you've discovered the hidden joke. Now, we are more *chained* to work than ever before, and as a result, we are depleting our energy at a pace never before seen in human history. Our lives have become a 24/7 race in the fast lane, and it becomes increasingly more difficult to find any quality "downtime" as people like to call it. That is if you are thinking in the old mindset of a making it a goal to live a "healthy" lifestyle.

Don't get me wrong; I'm all for healthy living. Heck, I'm for living the healthiest lifestyle possible utterly aligned behind what you are up to in the world as a given. And the reason is straightforward; the mindset for making goals out of getting the sleep you need, eating better and getting active again is in direct opposition to the mindset and lifestyle required for sustained performance and success.

You don't want to be living in one way that tires you out, wears you out, burns you out and eventually causes you to die out early while attempting a parallel lifestyle you

dip your toe in periodically to solve or slow the inevitable problems. For example, meditating here and there to reduce your stress, eating healthier to lower cholesterol or exercising solely to burn fat while your status quo lifestyle is in direct opposition to that. That's the old outdated model where sleep and rest are seen as downtime when nothing could be further from the truth.

**If the choice is between living a balanced and a healthy lifestyle, and success, then for the achiever, the drive for success usually wins out, which is why you live a Performance Lifestyle; the "balanced and healthy" are what enable performance.**

That hard-charging drive, or will to succeed, must be aligned with a lifestyle that supports your performance. Balanced and therefore healthy living can never be on hold. You don't need to be perfect, but you need to be on a correct course 80-90% of the time.

The old "after all, there'll be time for rest, better food and exercise later – after we've become successful (and wealthy?). Right?

What if you're wrong? (And you are with that philosophy) Is it worth the gamble?

## **NATURAL CYCLES**

There was a time in our society when people were what they called "bone-tired or "bone weary" at the end of their day. It wasn't from their hectic non-stop schedules but good old-fashioned hard physical labor. Sleep came quickly. With no television to keep them up at night, no emails to answer from the other side of the globe at midnight, and no endless stream of text messages coming through at all hours, their sleep was relatively calm and uninterrupted notwithstanding the challenges, circa the period.

Our forbearers "went to bed with the chickens and got up with the chickens." To stay up late meant using lamps and candles that they could ill-afford to waste. Meals were eaten at the same time, day after day. Those involved in an agrarian lifestyle experienced the busy seasons – planting time and harvest time. Winter months

represented a rejuvenation period during which their energy stores were rejuvenated and restored.

These people knew nothing of jet lag and the global markets. Their lives were ordered by the sun, the moon and the seasons; while their work was in tandem with the *natural cycles of life*. Or to put it another way, they lived by *natural* boundaries. Managing energy stores was a by-product of their natural *lifestyle*. It wasn't something they had to think about or plan. It mostly just happened.

Throughout the last 50-100 years or so, this natural way of living has slowly and almost imperceptibly eroded, until today when it has virtually disappeared. That loss has taken more of a severe toll on each of us and on society than any of us fully realize, or even care to admit.

#### BREAK FREE OF VICIOUS CYCLES AND BEGIN VIRTUOUS CYCLES

Can we ever return to that kind of lifestyle? It's not entirely practical. But could you possibly recapture the essence of the *natural cycles of life* and benefit from this awareness? The answer is an emphatic, *you can!* **You can live the natural experience of life, only today, you do it proactively—Performance Lifestyle!**

Matter of fact, this is precisely what athletes and other healthy, high-achievers do, they *proactively* honor the natural cycles, and that's why they have the health and performance edge. However, until you are fully aware of how to accord with and or create these natural cycles and apply the essential lifestyle habits amidst the relentless demands of your schedule, you will continue a downward trend of depleting your energy, and struggle, especially as the pace of life continues to speed up.

The very energy needed to achieve your goals and sustain (or obtain) success will give way to your being overwhelmed and exhausted, and you still stay stuck in what's called a vicious cycle. A "vicious cycle," is part of a downward spiral where sequences of cause and effect compound each other and lead to a progressive worsening of a situation. Fatigue and the overweight condition are virtually inevitable in that state, genetics notwithstanding, both of which give rise to health complications like high blood pressure and heart problems talked about in the introduction. Eventually, an early

heart attack could occur, or some other disease that sets in due to low immune systems.

Not only do we want to steer clear of all of that, but we also don't want to be distracted or held back by any of that either. As driven people, we're focused on family, our career, our creative or recreational pursuits and we want the flip side, the opposite of a vicious cycle. It's what economists call a "virtuous cycle," also known as a positive feedback loop. These occur when constructive cause and effect cycles reinforce each other and lead to a continuously positive outcome or upward spiral. In a Performance Lifestyle, this is what you want across the board, but it doesn't happen if you stay steeped in energy debt.

#### PERSONAL ENERGY DEBT

As mentioned earlier, when your energy system gets worn down, and stores are depleted but are never fully restored, it means you are experiencing an energy deficit or fatigue, aka ***personal energy debt***. In *financial terms*, it's much like continually spending more money than is earned. If this happens month after month, debt will occur, and the consequences must be faced. You won't notice energy debt right away, but sooner or later your body will cry, *uncle! You will* hit the wall, seemingly out of nowhere, and soon you will be forced to face your real condition. Perhaps you already have.

**The good news is, it doesn't have to be that way.**

Beyond the financial metaphor, there is a whole scientific understanding of energy debt, that is very practical; more is learned about it every day, and it will do you good to understand it's necessary tenants. Because, **living outside the bounds of your biology, in a lifestyle out of whack, unable to deal with the demands of your external world is not only not a very smart thing to allow happen, it's a tough life.**

In the next chapter, we'll examine the 3% of the population who have learned the multidimensional answer to overcoming fatigue, increasing their action potential and quality of life through **Performance Lifestyle**. Yes, there indeed is a method (a

lifestyle) in which your energy can expand and be managed and at the same time, optimize your lifestyle for better results not only in how you live but, in your success in life.

In the first-course, Performance Lifestyle offers in its year-round PL365 Training for Life, the training that's always going on; we address energy debt. It's called **Regenerate Your Life Force Energy**. We need to first focus on regeneration because we know that overcoming fatigue, or energy debt is the lynchpin to transformation. We know that helping someone to gain a surge of energy will enable all the essential actions they need to take.

To be powerful, healthy, to have the stuff (the edge) you need to achieve your goals; to supply every cell in your body with the energy, the oxygen, and nutrients for stamina and endurance, every cell in your body must regenerate. This energy can only be restored and efficiently so if the body has the time and space it needs, ideally in a healthy environment.

Overstress, whether it's from overwork, over-consumption or overtraining without recuperation, not only impairs your ability to perform, it also inhibits the healthy and natural functions of your body. **Energy debt is an insidious condition because you can't see it, you can't easily diagnose it, and there isn't anything to take for it.** The only answer is to change your lifestyle pattern to manage your energy better; to create the space and time to recuperate while you get other aspects of your lifestyle working *for* you.

#### THE OBSESSION

Can you see that obsession with food, diets, fitness, and time management has taken us down the wrong road? Apparently, there's nothing wrong with any of those, but they are missing what is probably the essential element to living a healthy and prosperous life, the very energy that powers all human function and performance.

The "*eat less, exercise more, manage your time*" mantras will never address the hidden variable of personal energy. Millions of nutrition and fitness experts blow right over this day in and day out, often in a stupor of exhaustion. Doing stuff like food prep,

shopping and consuming, working out and training. All of which are important in a performance lifestyle to some degree, but are by no means the crux of it all.

Dealing with fatigue or energy debt, which is underpinning all human function and the very results one can expect from performance optimization through lifestyle, requires a broader perspective, a whole new paradigm. It's one that deals with the real problem. It's one where you are thoroughly educated in a consistent context across all aspects of lifestyle; where you know what to do, how to do it and why, so you do at the right time, right intensity and consistency. **Everyone has to deal with accumulated energy debt *when it arises*, and getting more sleep alone, or merely covering it up in the name of willpower, commitment and dedication is not the whole/answer to managing your energy or "performance"; it's your Lifestyle strategy.**

#### THE DOWNWARD SPIRAL

What matters most is that you eventually learn how to optimize your lifestyle so that you stay out of significant energy debt accumulation (everyone accumulates some for periods of time for various reasons). But what you want to stay out of is what's called *the downward* (spiral)—which is when overwhelm and excessive energy output leads to significant accumulated sleep debt (not getting enough sleep to recuperate and regenerate sufficiently) which turns into energy debt—exhaustion. If it goes on too long, then fatigue and eventually chronic fatigue kick in. It's a progression. The overweight condition and mental/health complications are almost predictable at this stage, and of course, the fatigue and the resulting human difficulties distract and hold you back from the performance you are capable of and on which your health depends. Ironically, this situation is caused in large part by unfettered performance—overexertion for long periods of time without enough recuperation.

People who live into a downward spiral for long periods of time, with all the resulting bad habits that correspond, can develop what health professionals may call "*metabolic syndrome*," or the layman, the "invisible illness," and countless other maladies (some mentioned earlier in this book). Let alone all kinds of mental health issues. But all these disease terms are rooted in the same compilation of lifestyle factors

that are all bearing down or “wearing” down your energy system, and compromising your lifestyle, and this affects your body’s capacity to function and perform well.

Until the personal energy debt problem is resolved or significantly reduced, the nightmarish downward spiral that makes life feel like you’re on a treadmill you can’t control will continue. And nothing holds people back more than energy debt.

Fundamentally out of balance, up against “the wall” of fatigue, this will undermine all of your health and success initiatives. **Just knowing all this, should make you feel relieved, that it’s not all your fault, to blame on your attitude or a lack of motivation. Motive requires energy (action) to act on, and sometimes life circumstances can wear you down. And while it is your responsibility to change the course, and something is wrong when events like this persist, there’s nothing wrong with YOU.**

First and foremost, its energy and its management, which is why you live a “performance lifestyle” and don’t focus on time management alone. If time management alone is your modus operandi, you will attempt to squeeze more and more into your already full days. You’re continually looking for a “spare hour” in which to “fit” one more task, one more project. The “time is money” chorus that is drilled into your head will keep you going until you think that a moment of rest is a moment wasted. **Is time management important? Of course, it is. Should it be at the center of your attention? No more than food or fitness; they are part of the cascade, close by, but downstream in the lifestyle hierarchy of essential practices. Sleep, and managing energy debt, is numero uno.**

Healthy, high-achieving people, think very differently. They are not driven and drained (for long) because they don’t rely on stimulants for energy. They focus on regenerating and managing their power for performance to function and perform well. They also don’t *eat less* of foods that don’t serve them; they focus on foods that serve their needs in great-tasting ways. They don’t exercise an exhausted body more; they build in periods of quality rest and recuperation and train more consistently because they are routinely ready. They don’t just have an exercise routine; they have a performance lifestyle.

Healthy, high-achieving people often live at or near their ideal weight all year round, a natural consequence of how they think and live, not through heroic efforts of dieting and exercise to make up for all that took place in a downward spiral. They don't have time for that. Instead, they have lifestyles working FOR them supporting them and what they're up to in the world. You will see too!

In the next chapter we are going to look at ways in which you can understand the fatigue, listen to your body, respect natural cycles, *proactively*, and gradually increase your levels of vital energy. This knowledge will start you on your way to getting into a performance lifestyle you can call your own.

#### THE SLIP UP.

**Does a performance lifestyle mean you will never slip up? Never feel overwhelmed or exhausted? No, not at all! No one is perfect at living a performance lifestyle. No one. We are all always in training.** This is also *your lifestyle we're talking about*, comprised of several routines that you will design in a way that works for you, with the help of training and perhaps with the help of a coach who will help you align with the principles, learn and master the practices and develop a lifestyle strategy around. It is not a boxed routine for say exercise alone that delivers results like the old Billy Mays "Fix It" commercial on television. Programs are for computers, and even they don't always run right all the time; when it comes to your lifestyle that overstructured mentality does not work well for long. Things change. Life situations and circumstances constantly change, and this forces us to adapt to those circumstances all the time. So while we all love to have our lives be at least somewhat routine, we have to be prepared to get our needs met no matter what the present situation as best as possible and that requires the ability to "change your lifestyle," as needed on the fly. Regarding the slip-up, it's the so-called "slip up" that provides the feedback you need to make a change. It's a constant.

**PL365—Training for life, means learning the performance lifestyle skills in such a way that you know what to do, how to do it, and why you do it, so you do it. Reading your present situation and circumstances such as time, your**

**current condition, environment, etc., you learn to apply a skill at the right level, intensity, and consistency and it's this approach that enables you to maintain balance.**

Healthy high achievers wake up to be successful every day, not balanced and healthy. They live in balance with vibrant health and peace of mind and employ the skills to do so, so that they can achieve even their most ambitious goals. And on top of their mind is making sure they have enough energy.

## **CHAPTER 4**

### **HOW TO STOP RUNNING OUT OF ENERGY**

#### NO REST FOR THE ACHIEVER

In today's relentlessly demanding world how often do you see and hear of someone praised for resting? Or for taking the time for quality (read that *fully-disengaged*) break? Or even stopping for a *timeout*? Your answer is probably "Seldom," or "Never." Even our so-called vacations are usually fast-paced and rushed because there is so much to do!

We are living in a performance culture now with all the access to information and opportunity we have; it's understandable. Left to our own devices it's normal and natural for us to want to keep going, to explore, realize and achieve as much as possible in our likely one and done life. But the thing is, most of us lose a full 25-50 years of our lives, and it's because we burn ourselves out, wear our bodies out (through poor lifestyle habits), and die out just because of lifestyle-induced diseases. <sup>3</sup>

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<sup>3</sup> <http://www.prweb.com/releases/2017/07/prweb14535246.htm>

*"We know that 85 percent of chronic disease today is caused by unhealthy lifestyle choices in these (referring to nutrition and fitness) and other areas," said ACLM President George Guthrie, MD, MPH, FACLM."*

I submit that understanding stress energy and fatigue are vital, not only to getting nutrition and fitness right but your whole life performance right. Specifically, I am referring to the regeneration of your life force energy.

Most achievers battle high levels of guilt if they plan a "do-nothing" period, let alone a whole vacation. After all, the work never goes away. And if you don't keep up with at least the email and text messages, more will be waiting when you get back at your desk. Hence, we head out for a trip, (not a vacation) still shackled to a cell phone and a laptop. And no one even stops to ask, "What's wrong with this picture?"

Now let's not get idealistic here, we're driven achiever-types, so saying you're going to leave your iPhone home is probably not the answer, nor is it entirely practical or even desired. It's also not the point, this is about managing your energy for performance, not about ditching the iPhone, you'll use it as needed and not put it down when you know you've got to restore you.

### The Misinterpretation of Fatigue

In Chapter Two, we briefly discussed the "natural cycles" that once permeated our lives. Overall, as a society, we now almost entirely ignore these natural cycles. In the cell phone example above, a tactical point; it's not about ditching the cellphone, and more about when you use it.

You may have heard about circadian, ultradian and micradian rhythms? In Performance Living 101, you will master these, because *when* you do things is just as important as what you do and how you do it and why. When we don't pay attention to "when" we do things that's when we're likely to go back to managing time and forgetting about our energy.

Because of that, our bodies are screaming at us to listen, and how do we usually answer? –By pushing even harder, not slowing down for the yellow light but running it, and we're living in the red. And this is likely because of a little-known principle of

personal energy management. I'm the **#1 most potent principle of personal energy management you will ever learn—We only experience energy when we're spending it, we feel tired when we're recuperating it.**

That, my friends, is why most of us don't stop ourselves because no one likes to feel tired. We love to feel energetic, so we are biased towards stimulation on top of our natural drive to want to accomplish and achieve. Factor in an urgent situation or circumstance too. Now if you also play into the *performance addiction* of our culture, the story(s) of comparison on the competitive plane of life that keeps you going nonstop, you then get *addicted to performance*, where your addiction has become a persona; stopping, can be very hard.

Even sleep at the end of the day can become a very uncomfortable thing to do; let alone a nap in the middle of the day, when you are not able to disengage, and you face your exhaustion. Not only do we not want to face it, but as just described it can be hard to do so when you have so many immediate actions just waiting for you to resolve.

Usually at the start of our coaching, every client I've ever had at some point has complained of fatigue. The fatigue that we sense, and feel is trying to tell us something, and yet, we, the driven, misinterpret the message almost all the time. It's an accurate picture of personal *energy debt*, and to overcome *energy debt* we must stop the misinterpretation. **We fall prey and run away from the very thing that is trying to save us!** We run away from what is helping us and think negatively about it – the desperate need to restore our energy, our very life force.

Ironically, it's when you are coming from a place of managing your energy, bolstered by an understanding of regeneration, and the experience of the benefits, will you be most effective navigating energy debt right in the course of your day. What used to be foreign and challenging will become for you a new source of life.

No other subject in human health and performance is more misunderstood than personal energy. Rest and recuperation have become somewhat foreign to most of us, other than the fact that we know we feel better when we nap and sleep even if it is only 4-6 hours per day; hence, a full understanding of personal *energy debt* is also foreign.

You've already learned that healthy living takes a backseat in the lives of many achievers. But at the root of this, is recuperation or regeneration, as you'll come to know it. Faced with the challenge of a low to high-grade fatigue, when we don't have control of our time at least to some degree, regeneration is blown over. And the more we do this, the longer we won't have the power to rise to face the challenges in our lives or do what's needed. After all, the driven must stay busy taking care of *other stuff* that has immediate social and financial consequences.

For many people – high performers in particular – their focus is on “productivity at any cost”. And while all that appears to be expedient at the time (and often even seems to be noble and right) that kind of life will never take care of *you*. In the push to continually produce and achieve, and because those expectations are unrealistic, the result is a rapid decline.

Clear thinking, decision-making abilities, the quality of the foods you eat, your activity levels, the quality of your relationships, all gradually degrade over time when you are suffering from energy debt. So, to maintain a crazy schedule – achievers begin to rely more and more on coffee, caffeine-spiked colas, sweets, fast foods and even alcohol and sleeping pills as quick fixes to keep on going – or to slow down whichever the case may be. No matter how you look at it, they are each “a band-aid on an amputation.” They don't work.

During this decline – this downward spiral, “trend” if you will – there comes the feeling of being overwhelmed and exhausted, soon followed by guilt (sometimes accompanied by deep depression) because you seem to be unable to function and *perform* as the world's playbook has dictated that you should. Eventually, a sense of desperation will set in at the unmanageability of it all, and the only answer still seems to be to push even harder; a significant error in judgment!

Whether you realize it or not, in the end, whizzing along on the nonstop fast track of results is *limiting your ability to achieve your goals*. And all the while you long to be able to *live balanced and healthy*, but you just can't seem to figure out how to shoehorn "balanced and healthy" into your already overflowing schedules.

**But what if you didn't have to wedge it into your lifestyle, what if it was all built into your lifestyle? That requires a change in mindset and a major leveling up of your skill set and that is what will happen when you get into Performance Lifestyle® training.**

### **FINDING WHAT YOU ARE SEARCHING FOR**

In Chapter 1 we referred to the fact that life seems like a treadmill on high. It looks like you can't slow down, you can't stop, and you can't get off. What you are indeed searching for – whether you realize it or not – isn't a way to get entirely off the treadmill of relentless activity. The truth is you love being an achiever-type. It's part of who you are – part of your makeup. You like being driven; you just don't want to be drained.

The answer is not that you want to get off – but instead that you become more *in control of that treadmill*. You want to become the master; to learn how to speed it up and likewise, when to slow it down, and when to stop it altogether.

You also need to learn how to maintain and reproduce the kind of energy you would usually only experience occasionally, – perhaps after an extended vacation. This kind of "control" can be yours when you *learn how to live with optimal energy levels starting right where you are and get into a performance lifestyle*.

#### **IS THIS A HEALTHY LIFESTYLE?**

Yes, we are talking about a healthy lifestyle; however, a healthy lifestyle is not necessarily a Performance Lifestyle, because the mindset you are discovering is not just about promoting your health alone, it's about supporting your success.

If all that sounds like doublespeak, follow along to the next chapter where you will get an inside glimpse at how Performance Lifestyle® came into being in the first place. It's a personal, yet fascinating story.

**Avoiding the effects of energy debt is the primary reason why aspiring healthy high achieving people live performance lifestyles. The "healthy" is already built in, the practice of all essential skills results in "balance," and the focus stays on the real goals in your life, business, creative pursuit or sport. The lifestyle helps you achieve that. You live for that, and it becomes your "new standard."**

## CHAPTER 5

### HOW PERFORMANCE LIFESTYLE CAME TO BE

#### ENERGY DEBT + OUT-OF-CONTROL HABITS

This is not a book on weight loss, and living performance lifestyle is not about weight control, but the weight is often the most visible symptom of a lifestyle gone awry from excess stress, energy debt, and fatigue; so it's worth bringing up.

Researchers have found that on any given day more than 45 percent of American women and 25 percent of American men are on a weight loss program. Of course, you didn't need anyone to tell you that fact. For many years, you've watched your friends, family members, and co-workers alternately gain and lose pounds – depending on how their lives are going at the moment. (Perhaps you put yourself in that picture as well.) It happens.

Far too many people live lifestyles with out-of-control lifestyle habits; they are good for a few months, and you see them get slimmer, then they move, divorce, change jobs or some other crisis hits. An intense work project or a hectic time on the job can cause this. Sometimes it's just that the holidays roll around. Whatever it is, something happens, and the plan flies out the window while the pounds pile on.

And now, you have a better glimpse into what's happening behind the scenes. It's not just a lack of motivation or discipline, it's overstimulation (work, emotional, etc.), under recuperation and the build-up of energy debt. The Dragon!

All bets are off when that happens.

#### WITNESSING A MYSTERY

I always thought of fatigue as something that happened only to *other* people. While I was in my early twenties, working as a personal trainer and gym owner, I was in excellent condition – utterly steeped in a fitness lifestyle. My lifestyle wasn't very healthily, but-it was a start.

In this line of work, I continually witnessed clients going on and off their programs but, admittedly, I never fully understood it. I knew that my clients were aware of how

much better they performed, looked and felt when they ate right and remained physically active. So why didn't they stay with the diet and exercise programs? Why did they "fall off the wagon" more times than they stayed on? It was a mystery to me.

## **MYSTERY SOLVED**

The answer to the mystery came into my life all too soon – on a very personal level.

It was not my intent to test my mettle, but that's exactly what I did when I decided to take a plunge in an entirely new industry. In the 1990s at the early inception of the Internet, I took an opportunity to become involved in the dot.com explosion after years as a gym owner. I found it to be an exciting and lucrative move. This new career culminated in launching one of the first interactive communities. It was a partnership between then Bell Atlantic, Commerce Bank and Channel 6 ABC (only ABC still exists). Then developing one of the day's most successful business networks and the earliest version of a "social network" on the Internet (the term had yet to be coined) which has also since been sold. I would later actually launch a social network called "MyTrainer"; but as my story goes, it was that experience that gave way to living Performance Lifestyle.

Ultimately more valuable than birthing these new businesses was what I learned about energy and health, performance, and success. In these new ventures, instead of working with trainers, nutritionists, and fitness instructors as I did when working as a gym owner, I was dealing with business people, techies, and those who used brains more than their bodies.

This career change entirely removed the health-devoted infrastructure from my life and replaced it with a workaholic lifestyle that left precious little space for healthy eating or exercise. Then came the serendipitous moment. Suddenly, I awoke to find out I was no different than my former clients who used to mystify me. The following is how I described the experience at that time.

*As I slipped more into "the dot.com lifestyle" — 80-hour work weeks sitting at the computer, traveling or attending business functions, eating whatever was put*

*in front of me, not sleeping enough — I became overweight, miserable and exhausted. I went from the pinnacle of fitness to subterranean territory.*

*I experienced downward trending energy year after year, and it showed in my eyes, body, and attitude; I was overspent. My decision-making ability – among other aspects of my life – followed suit. I didn't know it at the time, but I was suffering from **significant energy debt**, and it compromised not only how I looked and felt but also how well I performed.*

## THE BEST VIEW

It would stand to reason that we get the best view from the top. After all, if you are in the penthouse looking out, you can get more perspective than if you are in the basement. In my life, this was not the case. From the lowly slums of energy debt, diminished health and fitness – when I looked and felt the worst ever in my entire life – (I would retest this low once again later in my career during a critical period rife with irony) I gained a new and valuable view that would change my life forever.

It became a revelation to me that many more people were, unfortunately, sharing this exhausted, energy debt-ridden, unhealthy lifestyle with me in business and corporate life, than had ever shared my formerly health-oriented lifestyle. I could see that the problem was a direct result of the way people were thinking about “lifestyle,” and the role their energy was playing. Everyone was “all caught up” overspending energy and therefore, under-recuperating vital energy and healthier living seemed out of reach as they stayed focused on success, without the lifestyle skills I would later learn and assemble with a world-class team. And now I included myself in this dire picture.

**The reason was simple; we've been sold on the idea that we should work hard to do whatever it takes to achieve our goals, so we could live the lifestyle we want.** The problem is that this materialistic view of your lifestyle is not an essential one. Your lifestyle as we are talking about it here determines how well you perform and whether you will achieve your goals successfully. You must have a

successful lifestyle to perform sustainably without trading your health for it. Which is, generally, what people do, starting by accumulating fatigue.

Energy Debt + Out of control habit = downwards spiral.

#### SUSTAINED PERFORMANCE

No longer was it a mystery why my former clients were so challenged with eating and exercise. I began to understand that you must have a successful “performance lifestyle” to support sustained performance. Neither they nor I were making the time or creating the space for regeneration. Few if anyone back then understood *energy debt* or *personal energy management*. We couldn’t see lifestyle in the context of our health, performance, and success. The fundamentals of living balanced and healthy while focused on our success, at the same time weren’t yet clear. “Healthy living” was seen as optional – something we would do eventually, once we achieved our goals. Well, that experiment didn’t work, and even more so, it still doesn’t.

Although I knew a great deal about healthy living, diet, and exercise, the harder I worked – lacking the necessary and broader lifestyle skills – the deeper I tumbled into the downward trend and personal energy debt. At some point, even optimal nutrition and fitness would fall by the wayside despite being an “expert.” It all came down to realizing that I didn’t have enough support in my life.

#### SEARCHING FOR SOLUTIONS

Very much like my former clients, I tried many so-called *solutions* to deal with the most *apparent* symptom – being overweight. I was confident that a new diet or exercise program is what would help me lose weight and increase my energy levels so that I could get free of this distraction in my life, but I was wrong. *The weight was not the issue, it was my accumulated energy debt, and any attempt to solve that with eating less and exercising more* yielded unsustainable results and was an exercise in

futility. Yes, there were short-term results. But when it came to the longer-term, it was merely more of the same, suffering from the same low energy levels that were masked by an endless flurry of activity. Vacillating up and down and back and forth became the most frustrating aspect of all. There are reasons why people don't follow through on resolutions or suffer from poor performance and productivity; they've never resolved their energy debt and even more important, they lack enough support in their own life.

It was then that I saw with even greater clarity that when people go deep into a downward energy trend at various times in their lives, they become desperate. The desperation leads them to look outside of themselves for the solution. Inevitably this becomes a focus on diet, exercise, and cleverly marketed supplements to deal with what you now know is not very well understood by those purporting to have "solutions,"

Don't misunderstand – there's nothing wrong with a new diet plan or exercise routine or supplements in certain beneficial situations, to take things to the next level or get individual unmet needs. It's when you don't deal with the broader issue of energy debt and disregard your lifestyle that you shortchange yourself.

**Lifestyle is not just about nutrition and exercise, or even sleep for that matter; it's about all the essential aspects of lifestyle that enable you to function and perform as a human being, and how they directly influence your health, performance, and success.** The context of your lifestyle is more important than the content—your knowledge—as one provides clarity of purpose to the other.

It's all about how you manage—spend and recuperate your vital energy, including, but not limited to the quality of the food you eat and your activity levels – to achieve your goals in your life, business or creative expression or sport.

#### THE EXPERIMENT IN LIFESTYLE DESIGN

For me, all the dot.com men and women became a vast observational laboratory. Here I was amongst all these "high performers" who set high living standards in various areas of their lives, and yet "if" they were each one evaluated regarding their levels of

energy, health, and fitness; generally, they were at the bottom of the barrel. Productive yes! Healthy, no! \*according to “performance lifestyle” standards

After this awakening – this new realization – it was time to ditch the dot.com lab and set forth to expand my innovative *lifestyle experiment*.

I had to make a choice. I could continue living the way I was living with low energy levels due to excessive stress and a lack of recovery, sacrificing my health and fitness, success and quality of life; and, periodically lose weight with a diet or exercise program. OR I could get into a successful lifestyle (the term performance lifestyle didn’t even exist yet). A lifestyle that would enable me to live with the optimal energy I needed to succeed in achieving my goals with my health and wellbeing intact—the way of the Healthy High Achiever.

Today we verbalize that same objective as learning how to live in balance with vibrant health and peace of mind while achieving even our most ambitious goals, but we’ll get into that seemingly tall order more in a bit.

Fueled by a new mission in life, as I continued to work in the field of e-commerce, I became compelled to figure out how high achievers could have both – the health and performance edge. How could they live hard-charging, full, and successful lives but also be physically and mentally sound, without the burnout? In essence, how could people work at their full capacities, and focus on their goals while also remaining balanced and healthy?

## **Bringing it Home**

Now, armed with a new mission, my first experiment would be my own life. I began restoring my life; after years of nonstop work, let’s say I had a few things to clean up and restructure. I then focused on each aspect of my lifestyle, like regularly recharging my energy, eating more whole, “nutrient-rich” foods than ever before and I adjusted my activity levels based on my capacity to function and perform well. I must admit this was challenging at first because I was addicted to performance and it required a proactive effort to not fall into the same old patterns. It would be a few years later that

I would delve into the performance addiction, the subtle syndrome that can be ruining your life at the same time people are patting you on the back for it exemplifies it.

NOTE:

I mentioned earlier that I retested the lows of my former harried lifestyle, later during “ironic” circumstances, only not as bad. Believe it or not, it was after I had developed performance lifestyle. I believe the reason is I never really made what we now call a regeneration transformation at that time and carried my energy debt forward. I still had too much dependent on me. Once my life went again into high gear, even training and talking about Performance Lifestyle, I downward spiraled. I hadn’t yet recovered from my energy debt or focused enough on building my operations team.

That would all come later as Performance Lifestyle expanded from the three core essentials (regeneration nutrition, and fitness) to seven essentials and eventually twelve essentials. The lifestyle mindset and skillset included not only the support of what we typically think of as lifestyle (sleep, eating, and exercise) but now those essential skills that would challenge those aspects of living. See the levels of stress, on page 30.

### **IT’S HOW TO LIVE A BALANCED AND HEALTHY LIFESTYLE SUCCESSFULLY**

I assembled a lifestyle, health, and science advisory team for guidance and answers as well so as this became a personal venture it eventually would also become a business venture. Out of this experiment was born what came to be known as “Performance Lifestyle.” I didn’t come up with the name, only a more complete idea of what it all meant with a lot of help from the advisory team. I discovered “Performance Lifestyle” searching the web in the field of elite athletics and after years of defining the skills (not the components) for a balanced and healthy lifestyle and realized that managing your energy for performance is the key.

The idea was to stop dealing with symptoms; instead to dig deeper and focus on the causes of low energy that distract and hold people back. No longer would I settle for being tired all the time. The idea that you can have it all in life is tempting to think

about but rarely achieved. But when it comes to energy, health, and full human performance, I wanted to have it all. And so, did my emerging client base.

#### FAST TRACK TO LIVING A PERFORMANCE LIFESTYLE

It's now been more than ten years since the idea of a Performance Lifestyle came together though it has improved a great deal every year that has passed. And if there is one thing that we've learned is that unlike a diet or exercise program, getting into a lifestyle that fully supports you and what you are up to in the world (a much more prominent idea) takes a little time. There are a lot of variables to take into consideration in one's life. As mentioned earlier, a person steeped in energy debt, usually due to an overwhelming, overstimulating and potentially unmanageable life may take more time before they fully realize the full promise. Nonetheless, results are immediate.

So, why is this section titled the "fast track..." The reason is simple. If you are following the chronology of this book, it takes most people up to 20 years or more to understand performance lifestyle in all its dimensions, including the most transformational lifestyle change one can ever make (getting grounded in who you are). But let's assume I or you had access to the lifestyle mindset and skillset training from the start, it naturally wouldn't take that long. Pending your current situation, your level of energy debt based on your previous-usual lifestyle, and your current skill set, that process of performance, lifestyle optimization can take place in as little as one year. And the reason for that time is because you want to ground your lifestyle in experience. Even if the training may come in hours, it takes time to put it into practice.

**When I began the research to learn the lifestyle strategies of "healthy" high achievers, I wanted to discover the lifestyle principles, practices, and strategy that would enable virtually anyone, including myself, to *move forward in a position of strength* (minus accumulated fatigue). And do so even in the face of intense and relentless demands on energy and time.** Over time a formula emerged during many trainings we did with achievers of all types that

revealed this new context, and the essential set of skills required to up level one's whole life performance.

Today, we have the never-before-assembled-lifestyle-formula, which makes the complicated subject of lifestyle simple so that everyone can leverage this fundamental approach in their own lives. But what we discovered was that you apply the Performance Lifestyle skills at three levels so you can transition. So, for starters, it is good to know what it means to make a transition if you want your changes to be sustainable.

In Williams Bridges book, *Transition*, one of the top 50 books of all time, we learn that there are 3 phases of a transition.

**First—the ending.** A period where you must wind down the old behavior, relationship, job, etc.

**Second—the neutral zone.** A period where you are still living with one leg in the past and one in the future.

**Third—the new beginning.** A period where you are fully engaged in the new way of life.

Too often, people wanting to make a change in their life think the minute they decide, they will go straight to the new beginning, but it usually doesn't play out that way or that well. They too, typically retest the lows or as the saying goes take one step back to take two steps forward. It's part of the experiential learning process that requires we structure our lives to support our lifestyle behaviors and when these two levels are in play and aligned with our goals, amazing "transformational" things happen.

These three phases of transition or transformation, four if you include understanding your present situation and circumstances, are always going on in our lives whether you're in performance lifestyle training or not, and this is most certainly right when you're giving rise to a new lifestyle.

At the same time, we discovered that not only were these different phases of a transition but that levels of development tended to happen, in one-year cycles. I for one have been through several at this point since I got started. Every year, I take

things to a whole new level. The same was/is happening for performance lifestyle clients, and such is life.

There is a lot baked into how you live; many habits, skills, and routines comprise “your lifestyle.” To think you’re just going to change your whole lifestyle overnight or even in 90 days (maybe some aspect of it, yes) is foolhardy. It’s just too challenging.

Your current lifestyle has taken you your whole life-to-date to establish. Supporting you or not, all the entrainment to date has resulted in how you currently live, **and that doesn’t change very quickly especially when you consider that a lifestyle is not a lifestyle until it’s grounded in experience.**

So, we came up with what is likely the mantra in a Performance Lifestyle; it’s the *Levels of Lifestyle Transformation* that are always going on especially when it comes to the way you live.



RESOLVE. EVOLVE. ACHIEVE™.

So first, you **resolve** the hidden challenges that distract and hold you back. It's at this level that you identify the hidden lifestyle challenges as discussed earlier in the book. For example, eating nutrient-poor food and you start the transition towards eating whole foods nutrient rich.

Second, you need to **evolve** with a new lifestyle mindset and skillset. At this level, you have come to terms with eating nutrient poor and now understand eating whole nutrient-rich foods in the context of your lifestyle and how it's affecting your performance. It's at this level that put the best practices into play and ground your self in most experience.

Third, this is where you see the **achievement** of your goals as you go to a whole new level or tier as you get **proficient** in the skills that support it, but now in the process of achieving your goals. So, you learn the most efficient ways of eating whole foods nutrient rich such that they help your performance.

*Resolve, evolve, achieve* is the "wash, rinse, repeat" in living performance lifestyle, you are always at one of these levels in everything you do. Some move faster through the levels than others; it depends how good they are at letting things go, efficient at processing information, and, getting grounded in new experience.

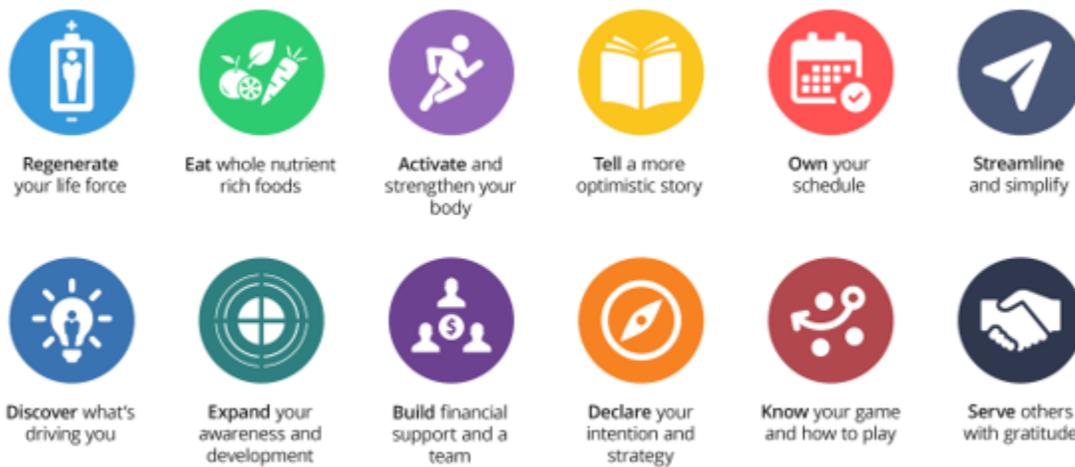
Over the years, I have been through this cycle several times across all essential aspects of the lifestyle. Matter of fact, it will never stop, and with each cycle, I, get more stable—conscious, confident and competent. Therefore, in each annual period you and I will get more and more proficient, but for us all, the first 1-3 years are the most transformational. It's where you will transition in the macro sense. To use our example above, this is when you make the switch to eating nutrient-rich foods up to 90% of the time or more. This will change your life for the better forever, but there is much still to learn.

Of course, in year one, the #1 transition we want you to make is to drop the weight of the past, and I'm not talking about pounds, though that may happen. I'm talking

about the stress you feel from fatigue, and that's why we start your performance lifestyle with making sure you know how to make a regeneration transformation.

I'll introduce you to the Regeneration Transformation later in this book. Some people attempt this before starting PL365 Training, or during their first 90 days. It's why the first course we usually teach and the one we make available to everyone no matter where they start in PL365 training is **Regenerate Your Life Force Energy**. Learning and applying every other skill will depend on your proficiency here.

#### THE 12 FUNDAMENTALS YOU NEED TO KNOW TO LIVE YOUR LIFE LIKE A PRO

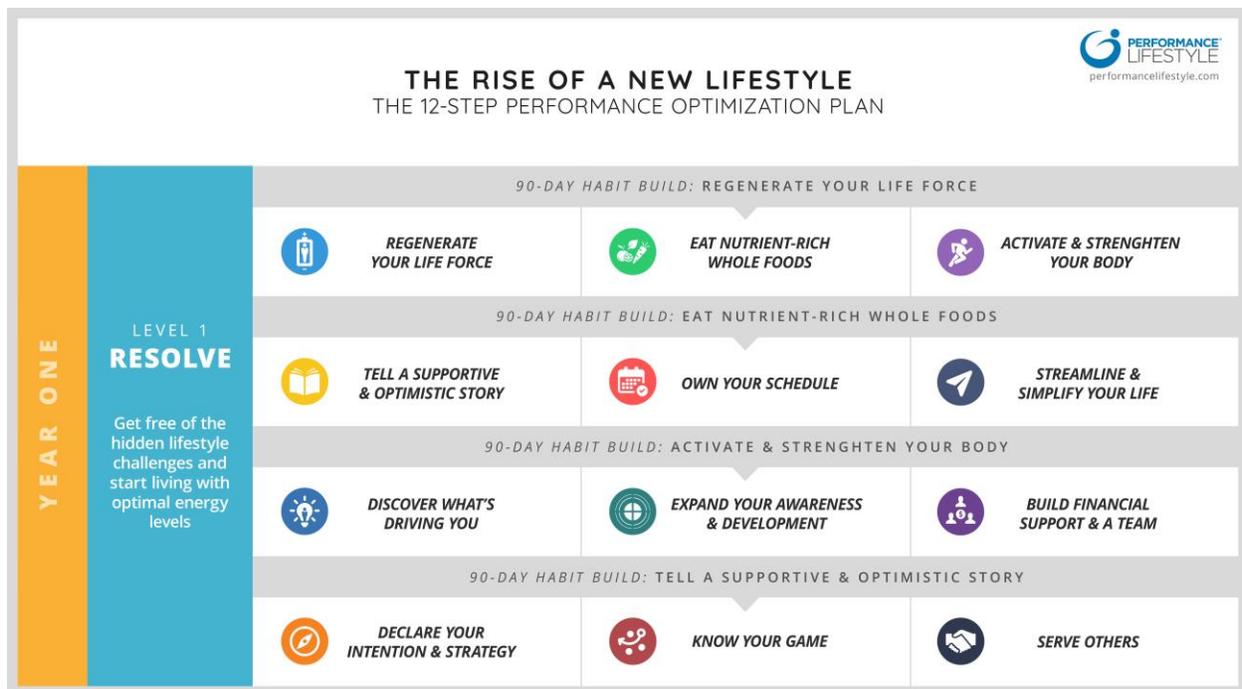


As you've learned in all that you've read thus far; you must learn how to handle accumulated energy debt, else you'll lose momentum, get distracted and hold yourself back from achieving your goals with all kinds of hidden lifestyle challenges. You will run the risk of downward spiraling too, which can be quite costly to your life, your career, your creative pursuits or your standing in your sport for some time.

So, at the Resolve Level, which is where we all start, analogous to an "ending" in making a transition; you've got to give yourself the time and space to let this energy debt resolve; for the most part. It's not a static thing, you won't eliminate it all, and it can reaccumulate, but most of us have never give given ourselves space and to get back in energy balance.

At level one, which is the primary focus of PL365 (your first year of training), you are focused restructuring your life so that you are aligned with the fundamentals. It's not about becoming an idealist, it's about living more ideally, and creating environments that support new behaviors with a specific emphasis on building one new habit every 90 days. You won't become masterfully proficient in all twelve skills in your first year; that will happen by year two or by year three especially if you stay in training. This evolution will also prevent downward spiraling and from going deep into energy debt ever again.

The path and the goal are one in the same, so the minute you start this, you will be both on the way to mastering performance lifestyle, but also you will become more efficient at achieving your goals because that's the purpose of your lifestyle. This idea holds true for every Performance Lifestyle skill. The better you get at optimizing your lifestyle the better you'll manage your energy, elevate your health, performance and longevity.



As you can see, in one year even though you are breaking ground on all Performance Lifestyle Skills, for the first 90 days, and maybe for the first year, getting your energy back is your primary objective while you keep living your life. You'll want to apply everything in that context. Every 30 days you'll learn another performance

lifestyle skill (12 in total) but every 90 days you'll build a new habit, resolving old ways of being and living, and starting to build new ones. But the master skill is the first one—regenerating your life force energy. It's your priority.

You can also see that in year one, we're only really emphasizing four new habits to build for the year and they are the skills most people would associate with lifestyle and performance—regenerating your life force energy, eating a whole foods nutrient rich diet, activating and strengthening your body and telling a supportive but optimistically leaning story across all domains of your life.

These skills are fundamental, essential and significant, but that's it. You don't want to take on too much too soon. Meanwhile, you'll still be learning about other necessary skills that will help you become proficient at those skills, but there is no real onus on you to take on those functions just yet. All you can do is all you can do, and all you can do is enough. Just do what you can do and be faithful to you. Comparison with others and trying to become more proficient than you are ready for will only derail you.

If you were to continue your lifestyle training into year two, not only will you evolve your year one lifestyle habits, getting reinforcement on all that you've learned, you would also build four new habits. It's the neutral zone for your first four original habit-builds because your old habits are still nearby. Year two is the year where you will experience the most back and forth. But this is why Performance Lifestyle training (PL365) is set up to provide ongoing inspiration, education and support. We have learning materials, online support and monthly calls, so the old habits do not retake hold.

Year is where you start building proficiency, and the year-round training is designed to take you to the heart of the matter, so you don't have to spend any time figuring things out. Each of these skills is already the fundamental skill, but you will discover the best lifestyle strategy for your life performance, and success; you just need to learn how they will work within your present situation and circumstances. Nobody knows your exact situation and circumstances the way you do, so that's why training and coaching are available. We've done that work for you over 20 years, and there is plenty of inspiration, education, and support for it to all sink in. But one of the main reasons why you want to give yourself time is that **a lifestyle is not a lifestyle until it's**

## **grounded in experience and gaining experience takes time.**

You'll notice that by year three when you are at the achieve level, you are so effective at each of these skills that you are living a new normal, very different from how you were, just 24 months before.

By the end of year three, when you get into energy debt, you know what to do. You'll realize that when you aren't efficiently regenerating you know what to do; and when you're eating nutrient poor, you know what to do. When you're inactive and weakening you will know what to do. And when you're thinking is stinking, you will know what to do, and so forth. **You know what to do, how to do it, and why to do it, so you do it!**

Learning this method has taken years, but it's advantageous, and it lasts a lifetime. Not only do you resolve your hidden challenges, so you are no longer distracted and held back. You evolve to learn how to live a balanced and healthy lifestyle successfully and soon enough, you learn how to live in balance with vibrant health and peace of mind while achieving even your most ambitious goals. It's a beautiful thing when you spend a year on nothing but awareness and development, intention and strategy, knowing your game and serving others while you know you're living in balance every step of the way.

What would your life be like if you got out of energy debt and you then learned how to live your life like a pro with all the essentials skills that take most people, if they were focused on it, up to twenty years or more to learn, on one year?

That said, what would then happen if you hung around the Performance Lifestyle community as your tribe and you eventually started sharing these ideas? In a three-year period, you would gain a whole new level of mastery.

How far can you take Performance Lifestyle Training?

How high is "high"? It's unlimited!

## **Are You Playing A Winnable Game?**

For too long I had played a game that was not winnable. I was taking on too much, too fast without enough support. Ambition would outpace my ability to take care of

myself, and I would hit the wall. But once I started working with the Performance Lifestyle principles and practices, and continued to refine my lifestyle strategy, pacing the achievement of ever-clearer goals with a lifestyle that supported my capacity to fully function and perform well, all that changed, and it will for you too.

In the next two chapters, you can determine where you are, and where you would like to be – and what it costs you *not* to have the lifestyle that will get you there!

## **Chapter 6**

### **STRAIGHT TALK TO ACHIEVERS**

If you're like most are driven but drained achievers who are introduced to the PerformanceLifestyle® concepts, you've read this far and find that you are continually nodding your head. Maybe you're muttering to yourself things like ' "I knew it all along," or "This sounds so *right* to me." "Finally, someone's addressing the real problem, "My life is wearing me down," or "This is the real elephant in the room, my *real need*," or "This makes sense!"

#### TIME TO WRANGLE THE ELEPHANT!

You're smart enough to realize that reaching the highest goals you've set for yourself will never happen by using pills, powder or potions (imagine that!), or by improving nutrition or fitness alone for that matter. None of these are silver bullets or Band-Aids that can patch the problem of personal energy debt caused by a lifestyle gone awry.

The big elephant in the room is *your lifestyle*. You've known this all along, but until now you have had little understanding of how to "change your lifestyle" and how to do so in a way that works *for* you. You are probably one of the millions who has bought into the "one size fits all" solutions that address only a few parts of your life, your lifestyle or your goals, and you know they have not worked. Some people will spend 20 years or more just learning how to eat and, in some cases, only learn one small aspect of nutrition to boot. And it's not that it didn't work, it's that it didn't work *for long* or in

some cases, at all, because other aspects of your lifestyle were working against you and this is why people struggle and rarely solve their problems.

Like many others, you've bought into "bills of goods" being sold (for high dollars) as solutions: but the minute you consume it you realize there's more and a lot more to get you to where you want to go; and never is this more evident than when it comes to lifestyle.

Energy debt is rarely ever explained, as it can be an inconvenient truth and without a simple solution it's often blown over. When it comes to a lifestyle most will learn no more than nutrition, fitness and perhaps get more sleep amidst a speckling of mindfulness and meditation. But few, very few will learn lifestyle in a genuinely "holistic" way where they will connect the dots on all the essential practices so integral to forward fluid momentum in their lives.

Individual aspects of lifestyle are essential, and yes, you end up learning one at a time, but no single one will ever be a "solution" for increased or sustained energy. **You've got to have a whole lifestyle solution and fill in the gaps for that. As long as critical aspects of your lifestyle are working against you rather than for you, you will struggle with energy, health and performance issues, and this will hurt your resiliency and success.** That is why we have gone to great lengths to make Performance Lifestyle's PL365 training the most comprehensive, context correct, and essential lifestyle training available. It was designed from inception to save you up to 20 years or more of your time, energy and money.

#### IT'S HAPPENING IN YOUR EVERYDAY WORLD

Today's fast-paced world is selling "non-stop activity," telling you to "***Get successful and then you'll have the lifestyle of your dreams.***" ***And this is fundamentally backward. You need to establish a successful lifestyle to achieve your dreams.***

We've accepted that depleting fallacy almost without question, and because of this, the majority of our society is living on a premature downward spiral, coping with stress

in ways that create more pressure and will shorten their lives. And that is the ultimate hitting-of-the-wall regardless of how financially successful they've become.

As you read the Chapter 1 scenario of the harried lifestyle, you related to some parts of it, and could probably write your script.

For the marathon runner in chapter 2, I pointed out that, *hitting the wall* comes at about the 18 - 20-mile point. When does it happen to you?

- On the way to work in the nasty traffic?
- At the workplace when there's more work to do than time to do it?
- In work relationships that seem to be operating against you instead of for you?
- In your fitness plan, which is no longer a plan, but a distant memory or an obsession?
- In your efforts to eat right (i.e., healthy), but it seldom, if ever, happens?
- In personal relationships where everything you've tried is still not working?
- In your list of goals where you see less and less being accomplished?
- In trying to achieve too many goals all at once?

How would you describe your energy experience? When do you run out of energy? Perhaps it's something entirely different than what's listed here, but yet, you totally and completely relate. Day after day does your most profound desire to be at the top of your game dissolves into a puddle of fatigue before mid-afternoon, maybe mid-morning? Discouragement sets in followed quickly by guilt and shame. You blame yourself perhaps, so if you don't understand how to interpret fatigue, and live with optimal energy levels, it can't change.

But do you know now?

Most of us don't, and I will be the first to tell you for the longest time I didn't either. I had only a partial view of the landscape, and I needed to fill in the gaps. Without a map that could also serve as troubleshooting tool as to why my performance was suffering, I could have and did, quickly fall into the curse of the capable person, and this is a story about my life that is neither accurate, supportive or optimistic about the future. I fell into this trap many times, but as I persevered, eventually things became

clear. And it's why I've shared with you the 12 Fundamentals you would know how to live your life like a Pro.

In the section, I'm going to share with you the achiever-types. Which one are you? The answer depends on how many of these skills are in play and how proficient you are at applying them at the right time, intensity and consistency.

#### THE ACHIEVER TYPES – WHICH ONES ARE YOU?

Ok, by now you probably acknowledge that your lifestyle is the way in which you achieve your goals. It's how you think and live, even when no one's looking. And, if you want to achieve your goals in a balanced and healthy way free from energy debt, then you need to be managing your energy for performance, and that is fundamentally a lifestyle.

You probably also acknowledge that it's not enough to try to succeed from the neck up. You know that willpower, quotes from Tony Robbins or another guru, or psychology isn't all that is involved in human-performance.

But how do you know where you are right now? How do you zero in on your present situation? The answer lies in determining your achiever type. Few things can shed a brighter light on your lifestyle or inspire you to change your lifestyle more than when your achiever type hits home as a current identity.

**There are four types of achievers – the Potentialite, the Performer, the Overcommitted Underperformer, the High Performer and the Healthy High Achiever.** The Healthy High Achiever type is the one that practices smart and strategic energy management and has a high level of proficiency of all the skills in the Performance Lifestyle curriculum for living; the other types tend to struggle more with their energy, health, and performance falling unwittingly into the gaps.

#### **Which one are you now, and which one do you want to be?**

Keep in mind as you read this, we all have aspects of each achiever type as types overlap, even if we're pretty proficient, however, this may be just for a time, until we wake up and course correct. The closer you get to live your life like a pro though,

competent in all aspects of Performance Lifestyle, you'll find that you leave the plight of the other achiever types behind. Even if life throws you a curveball, and you retrace the lows, you won't stay there for long, like you once did.

THE POTENTIALITE.

*—is someone who hasn't set goals yet nor a lifestyle to achieve it/them. It's just going with the flow.*

The Potentialite is not quite an achiever-type yet, even though achievement is our natural disposition, but we start here because we were all Potentialities at one point when we were younger.

Our motivation was likely high, but our knowledge of how to achieve our goals and what the goals were that we were trying to reach was probably unclear. We knew little to nothing about energy management, and in this state, even more than in the others where this is still prevalent we took our energy for granted. We just went to sleep and had plenty of energy to go around for the next day.

Sure, we experienced energy debt, every human being at every stage of life does, but because our bodies were still so young, and our energy reserves high; it was less of an issue. We also had far less stress bearing down on us. But it is here where our raw potential just needed to be shaped and guided by an excellent life performance.

Unfortunately, this is the phase where we begin to lean into performance addiction, and our obsession to performance gets well underway, meaning we live our lives separately, and in comparison, to others and "keeping up with the Joneses," as the old saying conveyed, begins. It drives us hard, and often for the wrong reasons, we start overspending our energy, and our poor lifestyle habits start forming. Unless, of course, you've had performance lifestyle training at a very young age, the sooner, the better.

*For the achiever types, I'm going to tell these in a story form.*

THE PERFORMER (NOT TO BE CONFUSED WITH A CREATIVE ARTIST IN THIS CONTEXT)

*—is someone who often has too many goals and hasn't yet established a lifestyle to support their performance yet.*

Karl never denies that he's a workaholic. His position as a sales team leader drives him to think he must set the standard for spending long hours at his desk. Daily, he's the first one at work and the last to leave but doesn't know where he's headed or the way in which he wants to get there. Hence he just keeps doing everything. Lately, he's begun to resent the others who don't work as hard as he does, and those who fail to take their work as seriously as he does. Because of this Karl often becomes verbally critical of those on his team. Also, of late, he's begun to experience bouts of inability to concentrate and focus on the tasks at hand, especially when the problems mount up and demand his resources to solve.

No matter how hard he works, even to the point of working evenings and weekends, he never sees the light at the end of the tunnel. It feels as though he's lost his moorings. His family life suffers, and so does his health. As little as five to seven years ago, he'd felt fit and healthy, but not today. Suddenly nothing in his closet fits anymore. And he has no idea when those pounds crept up on him. Deep sleep eludes him, and a sense of weariness dogs his heels.

Karl has no real long-range life goals. He is pushing - and pushing hard. But in the end, it's only to keep his head above water. Karl is hitting the wall several times a day and is totally unaware as to why, as he to-do's him self to death.

#### THE OVER-COMMITTED UNDERPERFORMER

*—is someone who sets too many goals, and therefore must compromise their lifestyle because there simply isn't enough space and time to take care of themselves, their body and their life. They are often tired, easily worn out and burning out.*

Elise knows where she's going. Her goal list is updated on a regular basis. Problem is she has too many of them. The founder of a small business, she is extremely proud of the advancements she's made, and rightfully so, but she's doing so across too many

goals all at once. From all outward appearances, Elise has everything going on. She seems to have it all together.

Her multiple high goals are pushing her into overspending her energy on a daily basis with no recuperation time. This, in turn, leads her to make poor lifestyle choices. With no time allotted for exercise or healthy eating, she's begun to rely more on outward stimulants to keep her going – higher amounts of coffee and diet colas during the day, and a couple of sleeping pills each night. She seems to be the one who catches every cold and flu that comes around – but even then, she's reluctant to allow herself time off. Seldom can she give herself “permission” for quality recuperation, to stop and rest is to feel guilty for not pressing on. She has everything going on and is barely hanging on.

While Elise's aspirations are high, her energy levels are dwindling. None of her lofty goals are realized even though she is accomplishing a lot. Recently, bouts of discouragement have become the norm. Life is telling her; her body is telling her, but rather than stopping to assess the core problem the only solution seems to be to drive herself even harder. After all, in Elise's world, there is no excuse for slowing down, let alone stopping for a few days. Like Karl, she's hitting the wall several times a day! She is exhausted, and she despises the exhaustion. To her, it feels like a point of failure – of weakness.

THE HIGH PERFORMER, OR HIGH ACHIEVER

*—is someone who set's goals and achieves them but is ambivalent about certain aspects of their lifestyle and therefore may still be trading their health for their success.*

The owner of his advertising and web development business, Mark has been a student of self-help, positive thinking, and personal growth for many years. Mark is more on top of his game than either Karl or Elise. He has a better grasp of what it takes to succeed. He's learned how to delegate and build a team of competent workers around him, so he's not burning out. He has support. Like Elise, Mark knows where he's going, yet he's more focused, and he knows how he plans to get there strategically as a business professional, but he has many gaps in his lifestyle. For instance, in Mark's life

his lack of understanding of what he puts into his body. His food choices are working against him in a big way. He suffers from high blood pressure and high cholesterol levels, but he sees the foods he eats as a sign of being rich.

What he doesn't realize is that he's living a "poor" lifestyle and the risk is, when things are going relatively well, it may take him hitting that wall for him to change. The pounds have been mounting up, but since there have been no significant warning signs – as yet – he senses no danger. He's doing well, yet his body is crumbling under pressure. Besides working out, he doesn't yet have a context for living a performance lifestyle and the wall of a different kind is near.

Fitness training and healthy eating do not appear on Mark's daily schedule. If they ever did, it was only briefly, because, in his mind, he can never justify taking that valuable work time for physical activity. It just never seems worth it. Also, in his mind, he thinks his food intake "isn't all that bad." "After all," he reasons, "I never really *overeat*." And sleep is still an afterthought. Even though he's in bed approximately 8 hours a night, he's still only sleeping 6+, and energy debt is building.

Like so many *high achievers* in the business world, Mark is a walking time bomb ready to go off at any second; trading his health for success, he's going to hit a wall of a different kind. And as with many others, he is unaware.

### **WHICH ONE ARE YOU? OR A BLEND?**

As you read through the scenarios for the three types of achievers, in which category do you fit? Or are you somewhere in between? Contrary to what you've been led to believe, none of the above are where you need to be, much less where you should *strive to be*. And while all of us play the game as one of the above three achiever types at one time or another, the objective is to improve your lifestyle and become the Healthy High Achiever.

#### THE HEALTHY HIGH ACHIEVER

*—is someone who lives in balance with vibrant health and peace of mind while achieving even their most ambitious goals.*

Sara serves as vice-president of a large medical facility, a position filled with high pressure and stress. However, Sara has just spent a year in performance lifestyle training and is working with a coach to develop her lifestyle. It took several weeks to merely slow down, assess where she was, and acknowledge that her overly driven lifestyle – as it once was – was killing her. Additionally, it was killing her dreams, killing her family relationships, and killing her very sense of wellbeing despite having many vital life pillars in place such as being part of a community, having financial security, and a good social life.

Learning how to rest and recuperate (and increase her energy levels naturally) was Sara's first significant change. Her next step was learning how to eat nutrient-rich foods for optimal nutrition and learning how to develop a lifestyle approach to fitness. Upon applying the skills that enabled her to maintain those changes, the rest of the lifestyle (ultimately in her words) she said, "restored her life.

No longer is Sara continually overwhelmed or exhausted because she regularly streamlines and simplifies, and when those feelings come, she knows they are temporary because she has learned exactly how to move forward in a position of strength.

She restructured her life and added support and has worked on all aspects of her lifestyle so that she can achieve her now more explicit goals in a more balanced and healthy way. She has learned how to incorporate the essence of the natural cycles mentioned earlier in this *Driven and Drained* playbook. For many months now, she can honestly say that she has avoided hitting the wall. Previously it was a daily event (sometimes several times a day). Now when enormous amounts of energy have been expended, Sara knows well how to replenish that vital energy store and what to expect in that experience.

No longer misinterpreting fatigue and falling for the stimulant delusion (thinking you are gaining energy when you are just getting more exhausted,) she can now focus on her goals without the worry that she will run out of power and maintains her lifestyle to support that process.

She finds she is more engaged when at work, and more disengaged from her workload when she's home with family. Additionally, her sleep at night is much longer, deeper and restorative.

Sara's goals are more achievable now. She knows what a goal is and what it is not, and that's made a huge difference. And her ever improving lifestyle has a purpose. Time with family has become more precious to her, and she would never-ever give up her valuable recuperation periods (which she designed for herself and is even incorporating a pastime in her regeneration transformation strategy that she loves – oil painting –). By Sara's admission, she feels better than she has in years; her thinking is more transparent, and she is achieving more than she ever thought possible.

### **THE BOTTOM LINE**

Energy is the key to maintaining and achieving both health AND success. A Performance Lifestyle bridges the gap. Focusing on making lifestyle changes, so you regenerate your energy regularly to function and perform well, and then optimizing all aspects of your lifestyle is what you do in Performance Lifestyle.

That is how you restore your energy, reduce stress and elevate your performance in life, business, a creative pursuit or sport. That's what Healthy High Achievers do better than anyone else. They live to function and perform well, and that's why they make it look so easy. They aren't living their life one way and then dipping their toe in the water of another to deal with the negative consequences. 90% of the time or more, they are living in balance with vibrant health and peace of mind while achieving even their most ambitious goals. That's their status quo.

Living a balanced and healthy life is not something they strive for, it's who they are, it's how they identify. Healthy High Achievers are continually improving their lifestyle, so they can achieve their goals in the way most other people just envy. I remember wondering, "How in the heck do they do it all?" Now I know! What has been overlooked for far too long is the role and impact energy debt has on our life in general and how to sleep and to learn, how to live with optimal energy levels (minus the woo/woo energy stuff that's out there) gives you the edge. Also, an understanding of

all essential components of *your lifestyle* and a way to get them all working for you in support of you and what you're up to in the world.

This chapter has presented a vivid look at the different types of achievers. You can easily see where you fit. Have you been hitting the wall as it is described in this book? If so, that's not a bad thing. There can be considerable value in hitting the wall – value in *the bonk*. Hopefully, it will serve to help you to see your life with more perspective than ever before.

In the next chapter, we'll look at how you can live life "after the bonk!"—

## **CHAPTER 7**

### ***HITTING THE WALL CAN BE VALUABLE: YOUR LIFESTYLE AFTER THE *BONK****

#### THE WAKEUP CALL

The reality is, in these challenging times where competition is higher in just about every field, we live in what can now be called a "performance culture." And, in the lives of most every achiever-type these days, people are *running out of energy*. They are experiencing *the bonk*, as endurance athletes call it. The reason is, while the environment has changed most people's lifestyles haven't kept pace. Efforts at attaining higher levels of health, fitness, and performance start and stop with a predictable degree of regularity. They barely get going, and they run out of energy again.

Never have so many people complained of feeling tired all the time, of exhaustion and chronic fatigue, and depression. It's like an ever-growing plague in the workplace. People are overwhelmed to the point of being distracted more than they are focused. As you've read through the chapters of this book, hopefully, it's been like a wake-up call to you. You can see that yes, indeed, your lifestyle needs to improve.

Of course, you've been aware of a lack of vibrant, vital energy in your life, but you thought it was just *you*. It's not *you*; it's *your lifestyle*. You've been living a lifestyle that is working *against* you rather than *for* you, trending downward into personal energy debt and living just a little bit healthier as if that was a goal, is not going to cut it.

### **HIGH PRICE TO PAY**

Think of what your lifestyle has cost you through the years. Are you like Karl, living life on a fast treadmill going nowhere? Or are you like Elise in that you keep piling on unrealistic goals that you can never achieve? Are you like Mark, losing your edge because your health is deteriorating?

Take a minute now! Stop and make a list of what energy debt has cost you in times past. Be honest; be specific. Is it your dreams? Is it your family? Is it a job promotion? Is it your health? Or is it simply the loss of a sense of wellbeing? No matter what it is, write it down.

Think of what life would be like if you woke up every morning with enough energy to get up and meet the day fully engaged. You'd go through the day with a spring in your step and excitement in your heart. Think of having night after night of peaceful, refreshing sleep. How would that change your life?

It's not too good to be true; it is how your life was naturally meant to be. *Take the mystery of the "elite" aspect out of it. It's just the way we were designed to be, working hard; resting well, passionate about life.* It can happen to you. You don't have to jump off that treadmill – you are going to get control of it.

### **FED UP AND READY FOR CHANGE!**

Now you know what *hitting the wall* means; you know you've experienced it; you see the pain and loss it has already cost you, AND you *know you want to stop!* You're fed up with all the gurus telling you this is the answer or that is the answer and charging you big bucks to try each one. And all the while your energy is dipping lower and lower. Then you realize that wasn't the answer after all or alone. Time, money

and effort not wasted, but you're still coming up short (Not to mention the resulting frustration!)

A weight loss program is not a bad thing. A fitness program is not a bad thing. A time management program is not a bad thing. Add to that list any self-improvement courses, workshops or seminars. All are good, but all are only pieces of the larger puzzle of your life. You now realize that:

- Diets won't save you
- Exercise won't save you
- Time management won't save you
- Complaining won't save you
- Playing the role of the victim, sure enough, won't save you

You need to design a lifestyle to get you out of *energy debt* that will increase your energy and restore your life, manage your energy and achieve your goals!

Now is the time to bring it all together. In Chapter 5, you learned about my story and how getting into a Performance Lifestyle, came to be. If you are serious about increasing your energy, aspiring to be a balanced and *healthy higher achieving person*, this is the path to take; this will be your life *after the bonk.*"

In the next chapter, you will learn more about Performance Lifestyle®, and how you can achieve your goals in a Performance Lifestyle, and build a lifestyle that you can call your own.

## CHAPTER 8

### INTRODUCING PERFORMANCE LIFESTYLE®

In Chapter 2, we discussed the fact that elite athletes, not all athletes, are experts in managing their energy levels and that you can too; it does not matter if you are into sports or even a fitness enthusiast. It's how they perform at high levels for specific events and sustain themselves without burning out. It's why athletes are such a big inspiration behind the Performance Lifestyle idea, and why we often say, "live like an athlete". When a person begins to think and live like an athlete, they approach their whole life differently. They are aware of the concept of "natural cycles." They train hard, then rest and recuperate. They perform at peak levels, then rest and recover. Never would they dream of attempting to play at peak level day after day, month after month. Add to this the fact that these Healthy High Achievers, who stay at the top of their game, and achieve their goals, also have busy lives that involve demands of family, business, social and civic activities. Their grasp of Performance Lifestyle concepts makes the difference between struggle on the downward energy trend and moving forward in a position of strength.

We, as *everyday achievers* on the other hand, totally misinterpret our feelings of fatigue and exhaustion. We deny them and try to shove them down. The fatigue is your friend, telling you it's time to rest and restore and it is the primary impetus for guiding your decisions. *Energy is experienced as you spend it; fatigue is experienced when you are in the process of recuperating.* Both are necessary ingredients in the life of a *The Healthy High Achiever*.

#### ENERGY AFFECTS ABILITIES

Once you learn how to naturally, regularly and systematically regenerate your energy and manage it, in a Performance Lifestyle®, you will restore and have a more genuinely balanced life. "Balance" is first and foremost, about energy balance. **No matter how well things are going in your life, if your lifestyle is leaving you in chronic energy debt, you will never experience balance, and it will seriously**

**affect your capacity to function and perform well as a human being.** And now, because of what you have learned in *Driven and Drained*, You realize that your energy – or lack of it – affects your ability to function and perform at all levels day to day, and in your life. The downward trend described earlier in the book, can undermine every aspect of your life. *You want to stay out of the downward energy trend because it almost inevitably will lead to an extended and more complex downward spiral.*

Like an athlete, you can learn about and then create a year-round Performance Lifestyle at the [www.PerformanceLifestyle.com](http://www.PerformanceLifestyle.com), and do so with the support of a coach who will help you understand your situation and course of action to start living your life like a pro. Will you do it correctly like how an elite sports athlete will? Like Michael Phelps or Tom Brady? No, but they also won't do it in the same way you will either because you likely have a different game.

Think of how a Performance Lifestyle could change how you look at your year's activities - your life, your goals. This mindset can determine when you will push forward, and when you pull back and recuperate, *to begin with*, and then literally morph how you think and live with you in control. When you start to feel and act like an athlete does, think robust performance, not just "healthy," you'll approach life so much differently.

#### PERMISSION TO STOP WITHOUT LEAVING THE GAME!

Too often in the current paradigm of healthy living, we hear of stories where a particular person was getting crushed in their corporate life. So, they quit (which isn't always a bad idea), but in this case, it's so they could get their energy back, get healthy again and get on the right track. It may involve taking a trip to islands, hanging with the Dali Lama, or the like. Then, they come back and start coaching people on how to live balanced and healthy. Beware of this, because these people, who often turn into coaches, while I respect them tremendously, have not yet learned how to thrive *in the game*. They had to leave it to get things right. Now to be fair, it could have been a bad employment deal, an unworkable situation, etc., but assuming it was just an intense life experience, do you want to take advice from people who have not yet learned how to

thrive in the game you are actively playing? It's easy to talk about no stress when you're sitting on a mountaintop meditating and running classes for the people on Madison Ave.

So, to implement a performance lifestyle approach to your life..., you need to develop a new mindset and skill set and ultimately come from the place that meditation points. Only now that will be most of the time, without retreating to the mountaintop (maybe once in a while) and staying in the game.

For starters, you must get the whole idea of needing permission to shift gears, and in some cases stop! True regeneration (at the core of your lifestyle) takes place only once you have learned to fully disengage from the pressures and demands of your, fast-track life. Only then will you have control of your lifestyle to sustain the game without having to leave it; this takes some insight and some practice. But the point is, can you imagine an athlete asking for permission to slow down? To get recovery and to come off the court in between offense and defense? Or, perhaps, asking if he could practice at halftime? Why do think there is halftime? Commercials came later. It's about the athlete recovery! In the athletic world time for recovery is expected and planned into the whole approach. It's built in. Without it the athlete suffers, the team hurts, and the same is true for you.

As simple as it may sound here, it's not always easy. I understand that. In fact, the simple act of "stopping" for a period, can be one of the hardest things you will ever do, at times, especially in today's day and age for reasons you'll learn more about. For now, it's because the act of slowing and stopping is hard, because it's your natural disposition to keep going, creating, expanding and achieving. If you are up to something exciting, you will be challenged by this. If you are tired underneath the frenzy, it can also be very challenging. But you must.

It's more powerful than you can imagine, especially when you understand regeneration, and learn the impact of regenerating your life force energy. **You will leave the world of vicious cycles and downward spirals and enter the world of virtuous cycles and upward spirals, and you will love this more.**

Think of developing a performance lifestyle like the new “Self-help;” without all the pitfalls that a psychology-only approach presents. Would you take a self-help seminar and automatically think you were instantly “developed”? No, of course not, and so it is with lifestyle, it’s an ongoing process to develop a lifestyle that supports you and what you are up to in the world. The difference here is that you have a defined curriculum, whereas “self-help” never ends.

Developing your lifestyle, will improve you spiritually, mentally, emotionally and physically (not just nutritionally, and in the gym) in the same way. And once you learn how (in a way only a Performance Lifestyle can show you) you will have a success secret that pales in comparison to all others.

None of that “pretend downtime” so much of us talk about will do, such as sitting for a few minutes with your cell phone in hand. *Your lifestyle always shows!* And regeneration requires less. Yes, you heard that: Even less engagement than that, if you want to get your energy back. Once you take this step, starting with learning how to *regenerate your life force energy*, and then learn to set yourself up for optimal sleep performance, you will find that you suddenly gain a performance edge, and begin facing the demands of a busy lifestyle with ever-increasing supplies of energy.

From there you will learn how to renew energy daily – periodically throughout each day. Once you are aware, you will no longer ignore the feeling of fatigue. You will respect it and act accordingly. This new awareness can be implemented on a daily and weekly basis, even quarterly and yearly basis – custom fitted for YOUR life and your needs. Never again will you fall for the “one size fits all” quick fix or focus on nutrition and fitness alone that don’t even begin to zero in on what’s driving the show and the results you want in your life!

Energy.

A PERFORMANCE LIFESTYLE, PROMOTES HEALTH AND SUCCESS.

*You can have both;* No longer will you trade health for success. No longer will you sacrifice close relationships for reaching your goals. People, who are adept at reducing stress, and managing their energy for health, Performance and longevity, get more

done in less time just because they have the right amount of energy and renewed enthusiasm about life! You will see this too!

Are you going to continue living the life of non-stop activity? That path leads to hypertension, high blood pressure, depression, illness, and a pattern of poor choices regarding diet and exercise. It also stunts your ambitions. Nothing will shut you down from evolving, creating, and achieving more, than being tired, fatigued and burned-out. If you've been there (if you are there right now), you know it's a dead-end path. It's time for a change. Time to change your mindset; change (optimize) your lifestyle!

### **START YOUR HERO'S JOURNEY.**

#### **REGENERATE YOUR LIFE FORCE ENERGY AND START LIVING A PERFORMANCE LIFESTYLE.**

Here's a challenge that you will do well to accept.

You have now discovered that *excess* stress, not just from the external world but from your own lifestyle in terms of how you respond to stress of any kind (psychological, nutritional, physical, emotional, intellectual etc.... can put you in energy debt (fatigue), which causes, promotes and reinforces poor lifestyle habits.

Learning how to regenerate your life force energy changes that pattern, first by resolving the effect, the energy debt or fatigue by foremost getting enough sleep, rest, recovery, relaxation, meditation and rejuvenation in your life, none of which are synonyms. That is not a small statement, but it is a powerful one (pun intended). How well this happens and to what degree depends on the length and focus of the regeneration period. We will teach this in your first Performance Lifestyle training called *Regenerate Your Life Force Energy*.

It takes just 4 hours to learn and 30 days to apply what will be maybe your first adult-month ever of reprioritizing regeneration. I say reprioritizing because it's likely not been a priority since you were a baby.

Once you take that step, you will feel powered up to deal with the other hidden lifestyles challenges across-the-board in your life either one by one or throughout the course of the year in PL365. When you do this, you will unleash your full potential, by unleashing the full potential of your lifestyle to legitimately reduce stress, manage your

energy, elevate your health, performance and longevity. And ultimately this lifestyle will enable you to achieve even your most ambitious goals while living in balance with vibrant health and peace of mind. As you can imagine none of that is possible if you are tired all the time, burning out and wearing out.

So how do you start regenerating your life force energy?

Do you just go gang buster and just start will-powering your way through everything, so you can prove to others that you are a high performer? No! The way of the healthy high achiever is different. It starts with having a lifestyle that resolves as best as possible around the management of energy.

This book thus far should have conveyed one point; you don't need or want to be performing on high all the time anymore and even if you feel, or do, need to, you still can't perform on high all the time. You need to be living performance lifestyle. Doing otherwise, is for people who are willing to risk being tired all the time, for burnouts, and people who are trading their health for success; who don't know how to control the treadmill of life.

So, to start regenerating your life force energy, where you reduce your stress and restore your energy, so you can elevate your performance— you deliberately, clear your schedule to free up the space of time to sleep, rest, recover, relax, meditate, and or rejuvenate. Not because you are forced to out of sheer exhaustion or just long enough to realize the fatigue that already exists, covered up by you keeping on, keeping on; but because you want change all of that. If you are like most of us, you won't have to stop long before you get in touch with that wave of fatigue that comes over you.

LET GO, FEEL IT AND EMBRACE IT.

Yes, embrace your fatigue because the minute you do, the minute you stop misinterpreting your fatigue, not only will you begin regenerating your life force; even though it doesn't feel like it, your energy is on the uptick. You don't also need to be asleep or napping to start; your lifestyle transformation may begin during the wakeful hours. Only unlike a designated sleep period, or rest period, by clearing your plate to not much more than the essentials; when you lower your mode of output, you

automatically allow yourself to start recharging. That's why you will start feeling a little groggy when you aren't so driven. The key to a regeneration transformation is taking this far enough until you start to feel strong again and establish a new baseline of naturally occurring energy.

Everyone will have different time periods available as everyone has different circumstances, and latitudes. But if there is one thing we've learned from one minute to one week to one month to one year; natural regeneration always delivers an increased surge of energy that is inversely proportionate to the degree you regenerate without overdoing it. That line you will discover, but I wouldn't worry about that right now; chances are you aren't going to cross that line anytime soon.

Take this in bite-sized chunks so you can begin to establish a "do this - get that result" relationship; an hour, a day, a couple of days a week or more. You need to be careful with the time you allot for this because if you are rooted in energy debt, you might feel worse before you feel better; regeneration always feels better after the period is over.

Look at it like eating a good meal you prepared, exercising, getting clear on a plan, focusing, etc., the act takes energy, some endurance, etc., and can even be challenging, but afterward you feel better.

Just so you can taste what's to come, eliminate everything that is not entirely necessary for a period. In other words, *don't do anything you don't have too*. Say no to demands that merely eat up time, let the world of future projects, social media, posting your kids pictures on Facebook, accelerating your career, working out harder, and more; anything that is non-essential to restoring your energy and let it go for a short period. Don't worry it will still be there when you are back in that gear. Focus only on the tasks and activities that are truly important and take it slow.

The different forms of regeneration that you will soon master are all a different experience; some are active, some are passive; some are wakeful, and some are unconscious. Now you're going to get proactive about what used to be a natural reaction, likely after you've pushed it too far.

During this time, I want to you to get an actual 8 hours of sleep, which will probably require a total time in the bed of about 9 hours, as you must factor in your sleep inertia (time it takes you to fall asleep) and some awakenings during the night. It may be the first time you've gotten this much sleep in a week.  $8 \times 7 = 56$  Hours or More. It may the first time you've gotten eight hours period in any given day for a long time.

During your initial period; with all your freed-up time, I want to you to journal how often you are driven to get back into action; resist it. You are gearing up for nothing less than a surge of energy in your life; this is inwardly productive time.

**Whether one day, one week or longer, the point of this time is not just to face your fatigue, but to "embrace" your fatigue, rest and begin getting your brain on the same team.**

Again, "embrace," you say? Yes. You'll learn more about it in your first training, but I want you to feel as tired as you can for as long as you can. Don't worry the peddle of activity is always there for you step. Right now, I want you to take your foot off the peddle and let the wave of fatigue come over you; for some, it might feel like a massive tsunami; less a harmless swell so proceed with ease. You will think you're going in the wrong direction, your brain may generate or reveal every story about laziness you've ever thought; but the moment you let that go, you are well on your way to naturally increase your energy. Do it long enough, and it will surge. It's what happens in between what is the art and the science of Regeneration.

After the day or week or more regenerating your life force energy is completed, record your results. Has there been a change in your attitude? In your energy levels? In your level of joy and happiness? In your perspective of life itself?

Regeneration is the act or the process of regenerating: the state of renewal or revival and let's just say that most of us in 2018, are not good at this, and haven't been for some time.

The act of doing nothing—no-thing— (not nothing because during regeneration everything is happening, including the preparation for all future action,) for a period it may just be one of the hardest things you can do, but the impact of it is worth it. It's

not about downtime (That's the old way of thinking about this) and as just stated doing nothing couldn't be further from the truth. Everything that everything else in your life depends on is happening when you regenerate. It's about the surge of energy that will follow.

That is why the challenge we are giving you is not one of the usual, eat less or healthier, exercise more or more intensely transformations that you are familiar. It's to give yourself a period to regenerate your energy and begin getting used to this process, as it is not a one-time transformation. Short or more extended at times, it's the one kind of transformation that you will do several times per year, and when you do all other challenges in your life will be immensely more comfortable.

This experiment can serve as the first baby step in getting a Performance Lifestyle® and becoming a *Healthy High Achiever*.

In the *Performance Lifestyle community*, we can help you take steps just like this in your life. The opportunity to make the changes with a lot of help from your friends is now. When it comes to your lifestyle, which is the means not ends to the success you want in your life, business, creative pursuit and or sport, awareness and development require experience. You will want more experience (as this is what builds confidence) but also do so, by leveraging the expertise of other participants.

That's why we started the Performance Lifestyle, MyPL365™ community, a collaborative learning experience, where you get trained on all the essential lifestyle skills, and leverage the expertise of others in addition to guidance from your lifestyle trainer and coach.

Getting grounded in enough experience can often take most aspiring Healthy High Achievers twenty years or more. Believe it or not, it can take most people that long to learn the mindset I've introduced you to in this book if they ever learn it, so there is no doubt you want to speed this up.

Today all that has changed. The very technology that sped up the world by a factor or says "10," also speeds up your learning by the "X" factors all the same and when it comes to lifestyle, this very important given it's how you navigate life. Through the training and access to coaching offered at [www.PerformanceLifestyle.com](http://www.PerformanceLifestyle.com), you can

design a lifestyle, now with the supports that all *healthy high achieving people have in their lives* and make changes in a fraction of the time.

Performance Lifestyle support is essential for sustaining energy, health and performance and ultimately your success. We've spent more than 20 years, zeroing in on the vital skills and will save you up to 20 years or more time, energy, and money, reducing it to one year and for less than the cost of personal training. This kind of support is available through PL365™, otherwise known as *Training for Life*, with a group of driven, like-minded people at [www.PerformanceLifestyle.com](http://www.PerformanceLifestyle.com). It is here that you will learn how *Healthy High Achievers* think and live.

**Next Step:**

Join [PL365](#) to unleash the full potential of your lifestyle, reduce stress, manage your energy, elevate your health, performance, and longevity. You'll get deep-dive learning on—*The 12 Essential Lifestyle Skills You Need to Know to Live Your Life Like a Pro*.

In the not-so-distant-future, you will be functioning at the top of your "game" just like an elite, performance athlete even if you are not into sports or even a fitness enthusiast. You will also enjoy an extraordinary, ever-improving quality of life as the healthy higher achieving person you are capable of becoming as you develop the lifestyle to support you and what you are up to in the world.

You won't be performing all the time like you are trying to do now. And those days of the downward energy trend, of being overwhelmed, exhausted and maybe depressed will be a dim memory.

I'll see you in the community; the ***Performance Lifestyle® Community!***

Founder, Head Trainer, and Coach,  
"JAM"

*John Allen Mollenhauer*

## ABOUT THE AUTHOR

John Allen Mollenhauer “JAM” is the founder and head trainer/coach of Performance Lifestyle, Inc serving driven, goal and success-oriented people who want to learn how to live in balance with vibrant health and peace of mind while achieving even their most ambitious goals.

As a former fitness trainer/gym owner, amateur athlete, and assistant to the strength coach of the New York Mets, and a seminar leader for Tony Robbins, JAM was no stranger to human performance, training, and development. But once he became a full-time tech entrepreneur, JAM became a worn-down workaholic and someone wondering how to be a high achiever without burning out and trading health for success. In recovery, JAM co-authored the popular book, *The Curse of the Capable*, with Harvard Psychology Instructor Arthur Ciaramicoli, Ph.D., and Super Bowl MVP Phil Simms on the pitfalls of “performance addiction” and pioneered the emerging idea of living a “Performance Lifestyle.” He is now a lifestyle entrepreneur, trainer, and coach.

He attended Montclair State University, specializing in Adult Fitness but he’s achieved an advanced degree in life facing the tremendous pressures of being an entrepreneur. He’s a Certified Professional Coach and a member of the Institute of Coaching and the International Coaching Federation. He has also completed numerous recognized certifications for the sake of learning, such as the Certification in Nutritarian Studies and the Plant-Based Certification at Cornell University, and maintains professional affiliations with people and organizations committed to transforming culture and consciousness.

John Allen has spent more than 25 years learning and putting together the never-before-assembled, science-based principles and practices and strategy that comprise Performance Lifestyle® training.

Coaching with JAM along with coaching from other Performance Lifestyle Certified coaches is available on [www.PerformanceLifestyle.com/coaching](http://www.PerformanceLifestyle.com/coaching).