



12 Fitness Tips from the “World’s Fittest CEO”

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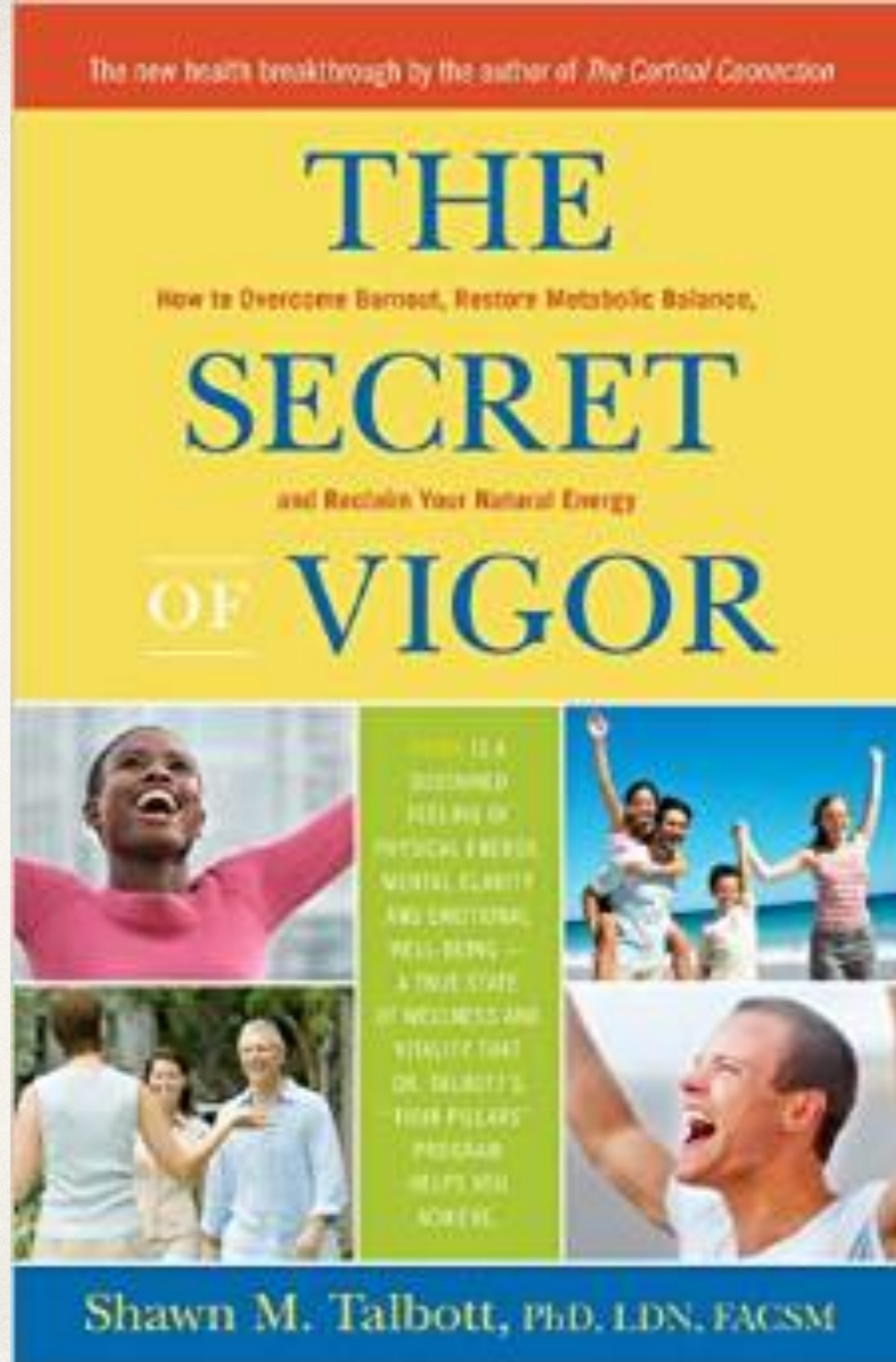
Fittest CEO?

- ❖ 3 days / 7 events
 - ❖ Road cycling
 - ❖ Trail Running
 - ❖ Stair climb
 - ❖ Mountain Biking
 - ❖ Open Water Swim
 - ❖ PT Test
 - ❖ Spartan Obstacle Race



Top 12 “VIPs”

- ❖ VIPs = Vigor Improvement Practices (Secret of Vigor book)
 - ❖ 5 Nutrition (Spirit)
 - ❖ 4 Fitness (Body)
 - ❖ 3 Mental (Mind)
- ❖ Vigor = 3-tiered mood state
 - ❖ Physical Energy
 - ❖ Mental Acuity
 - ❖ Emotional Well-Being



Qi
Life Force
Vigor

Air / Breath

+

Rice / Food

=

Attitude / Morale



Nutrition (Spirit)

Eat By Color

choose bright

avoid white

- ❖ Avoid processed foods based on white flour – such as white bread, rolls, and baked goods
- ❖ Include at least one of each “color” in your diet every day (protective phytonutrients)
- ❖ Red (lycopene from tomatoes)
- ❖ Orange (beta-carotene from carrots)
- ❖ Yellow (lutein from corn)
- ❖ Green (chlorophyll from spinach/kale)
- ❖ Blue (anthocyanidins from blueberries)
- ❖ Indigo (catechins from blackberries)
- ❖ Purple (resveratrol from grapes)



Is it calorie worthy?

- ❖ Ask yourself whether or not the food you're thinking about eating is really "worth" the calories that you're about to "spend" on eating it.
- ❖ Good cookie - or GREAT cookie?
- ❖ Low-fat fruit yogurt (calcium, magnesium, vitamin D, protein, and probiotics)
 - ❖ Noosa (Australian)
 - ❖ Chobani (Greek)



Practice pairing of macronutrients

- ❖ Always combine a carbohydrate with a protein and fat
- ❖ More refined (less “whole”) the carb is, the more likely it is to raise blood sugar levels, leading to oxidation, inflammation, and problems with muscle building and recovery
- ❖ Combining any carb source with some protein and fat will slow it’s absorption and lessen it’s oxidizing/inflammatory effects

The Helping Hand 400-600 kcal/meal



Fruits & Veggies



Concentrated Carbs



Lean Protein



Added Fat

Eat more healthy (omega-3) fats and fewer unhealthy (omega-6) fats

- ❖ Fatty fish – like mackerel, bluefish, wild salmon, and tuna are rich omega-3s that improve circulation, reduce inflammation, and reduce the risk of heart disease
- ❖ Reduce your intake of inflammatory omega-6 fatty acids found in high concentrations in vegetable oils such as corn/soybean/sunflower oil
- ❖ Supplements = Nordic Naturals



Smart Supplementation

Body

- ❖ Turmeric
- ❖ Green tea

Mind (Brain Ergogenics)

- ❖ New Zealand pine bark
- ❖ Theanine
- ❖ Corn grass
- ❖ American ephedra

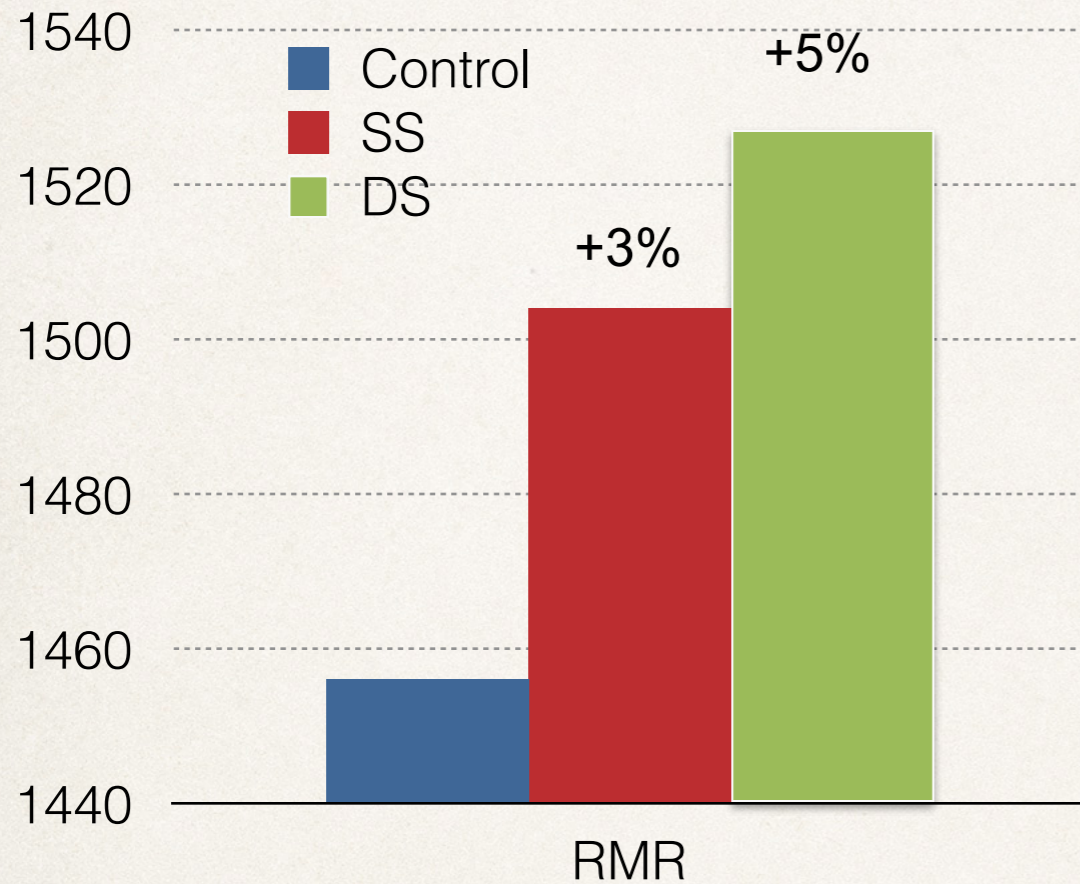
Spirit

- ❖ Probiotics
- ❖ Beta-Glucan

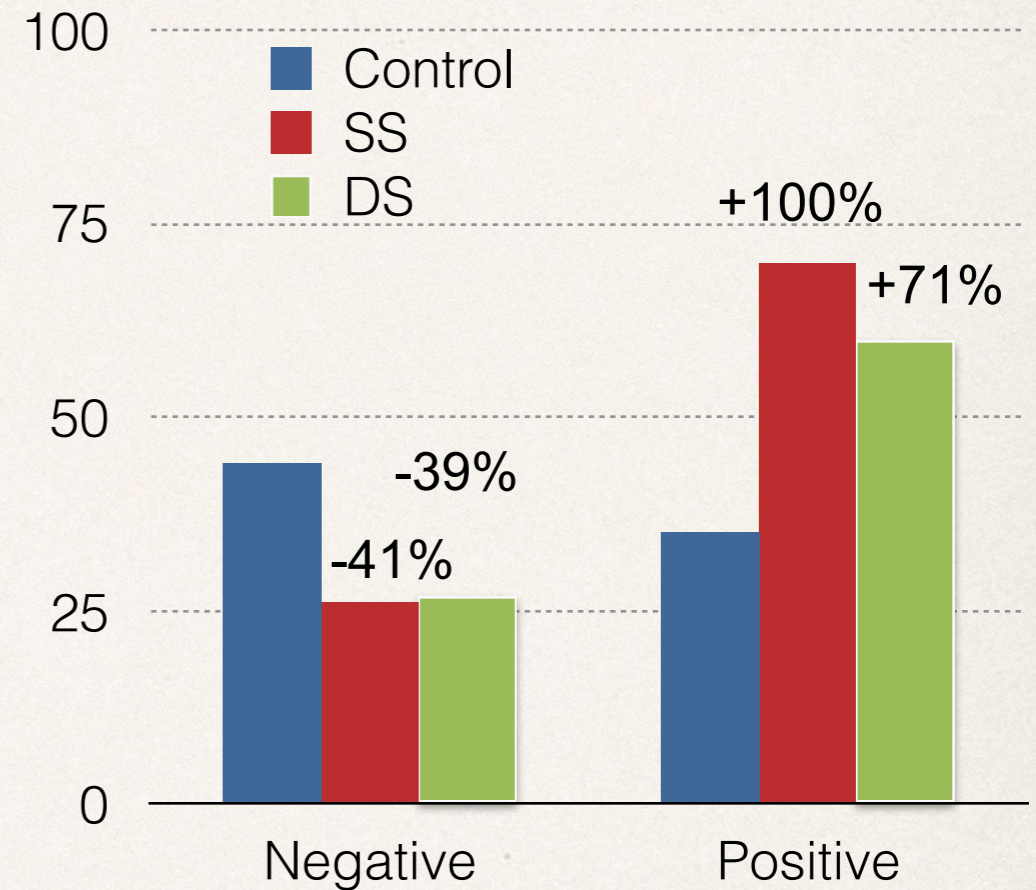


Stress Tea

Metabolic



Psychological



American College of Nutrition (Nov 2015) & American College of Sports Medicine (June 2016)

Acute (within 15 min) and lasting (2h) psychological parameters were significantly improved

Fall in negative mood state (stress, tension, irritability, anxiety)

Rise in positive mood state (energy, mood, focus, well-being)

Overall improvement in subjective feelings of well-being.

Exercise (Body)

Practice “MITM”

- ❖ “Most Important Meeting” of the day = your workout
- ❖ Research shows that exercise is even more effective than prescription antidepressants or ADHD drugs for improving mood and maintaining mental focus



No “junk” workouts

- ❖ Every workout needs to have a **focus**
- ❖ Speed (hard / fast intervals)
- ❖ Endurance (long / slow distance)
- ❖ Strength (weights / Crossfit)
- ❖ Balance (yoga, plyometrics, etc)
- ❖ Don't fall into the trap of going at “medium” intensity all the time just to feel like you got a “good” workout – that's the path to mediocre performance



Get In, Get Out, Recover

- ❖ Quality over Quantity
- ❖ I train a maximum of 8-10 hours per week, even when I'm training for an Ironman or an ultra marathon
- ❖ Avoid overtraining syndrome
- ❖ All "stress" counts...



Take a full day off each week

- ❖ A “day off” means no work – or workouts
- ❖ Take this day to relax, reflect, and recharge (regardless of whether or not a “Sabbath” day has any religious connotations for you)
- ❖ You will feel more physically and mentally refreshed than you could possibly imagine
- ❖ Doing “nothing” will give you back a lot (“resilience”)



Mental (Mind)

Get some sleep!

- ❖ #1 “stress-management” technique!
- ❖ Yale University study
 - ❖ 1,709 men with <6h sleep
 - ❖ elevated cortisol, insulin insensitive, glucose intolerance, hunger/cravings...
 - ❖ 2x risk of weight gain & diabetes
- ❖ Control your stress response
- ❖ Improve weight loss
- ❖ Boost energy levels
- ❖ Improve mood
- ❖ Increased Vigor



Manage electronic interruptions

- ❖ Your cell phone is there for your convenience – not the convenience of others
- ❖ Most e-mail programs are automatically set to check for new messages every 5 minutes (96 times in 8-hr day)
- ❖ Shut off your e-mail program during certain parts of the day, enabling you to get your “important” work accomplished whenever you’re most mentally fresh



Whenever possible, leave the cell phone behind

- ❖ Leave it behind – especially during your workout - and NEVER in your bed room!
- ❖ Part of your mind still waits for it to ring, or buzz, or play your favorite ringtone
- ❖ Let that part of your brain relax and forget about the phone every now and then





Thank You!

