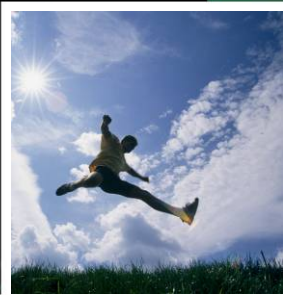


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"Said My Get Up and Go Must've Got Up Went!"

Energy Makes the Difference

Peak Performance
Business Group™

Mark Rodgers

PEAK PERFORMANCE
BUSINESS GROUP



"SAID MY GET UP AND GO MUST'VE GOT UP AND WENT!"

Energy Makes the Difference

The clock hits eight a.m. and you're already at your desk. The classic rock radio station cuts the weather; it's going to be another busy day. You sigh because you know you have an intense 12 hours in front of you. The music kicks back in and you hear the familiar Aerosmith classic, "Sweet Emotion." And in the second verse Steven Tyler seems to wrap up your sentiment; *"Said my get up and go must got up and went."*

*Do you feel like
you're running on fumes?*



Don't think you're the only person on the planet. Working in business today is the equivalent to running the Boston Marathon. Long, pressure filled days, chock full of product issues, management-performance expectations, staff stress, demanding vendors and cranky customers.

A decade ago, the solution was time management. Everyone has 24 hours a day, 168 hours in a week, so the concept of time as a competitive advantage was born. To do lists, Franklin Planners and goal setting ruled the day.

In 2005 most professionals have a great grasp of planning, prioritizing and managing time. (If you don't, then stop reading this article right now and learn something about time management. If you need info on time management, here are my two suggestions.

Read *The Time Trap* by Alec MacKenzie. It was first written in 1972 and since updated. It is straight forward, pragmatic and to the point. The other book you should read is *First Things First* by Stephen Covey. *Seven Habits* got all the attention but this is by far his best work. It is in my opinion the seminal text on time management. Read this book and *The Time Trap* and you'll never need another book on time management.



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Energy Crisis

Why is lack of energy a problem?

Most of us now have, every moment filled to capacity. But how do we make the most of our efforts? The question today isn't "is the task on your "to do" list? The question is "do you have the energy to do it?" Your answer is energy management.

The concept of energy management is using the right energy in the right amount of energy at the right time to achieve right results.

The Right Energy

Why is this important? Well it determines whether you're working smarter or harder. Ever have a computer problem? Ever have a computer problem and start fuming and getting physically worked up? How did you do with solving your problem? Chances are not well.

In the physical world getting physically exercised helps finish the task. For example if you are cutting down a tree, putting your all into the task, helps you cut down the tree better and faster. In the mental world getting all energized physically rarely helps. So it's important to ask yourself, *"Am I using the right energy for this task or this problem?"*

Consciously examining our energy expenditure is the first step to personally understanding how we use our energy and how we can use it better.

The Right Amount

Do you know anyone who figuratively uses a 5-pound sledge to drive a carpet tack? It gets the job done but it took more energy that using a tack hammer and probably damaged something in the result.

Think about how much energy you are putting into a project or task? One of the greatest energy drains is perfectionism. Redoing your report some of the entries are in blue and others are in black is a ridiculous. Rearranging your office in search of ultimate corporate Fung shui is pointless. Take a tip from one of my favorite authors, Alan Weiss, who says, "Go for success, not perfection." The energy that you will expend trying to achieve perfection is typically wasted.

If your report gives you the information you need, great move on. If your office enables you to be productive, well then it's working as intended. Use your energy elsewhere.



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The Right Time

It's important to pay attention to your circadian rhythms. The term was coined by Dr. Franz Halberg of Germany in 1959. There are many known body functions which move back and forth from maximum to minimum performance in a day (circadian in Latin means about a day).



There are many in-depth scientific studies of circadian rhythms, but here's what you need to know. Find what you do best when and then use this information to maximize your performance. For some their best thinking time comes late at night, others it's first thing in the morning. Others like physical activity first thing after rising, others midday is best.

Identify when you function optimally and try and capture those moments. It typically makes your work easier and you'll perform better and feel more energized about your work. You more than likely won't be able to do this every day with all of your projects, but if you can do it, taking advantage of your circadian rhythms really improves your performance.

Building Your Energy Reserve

1 *Get in Shape*

Good physical condition will help you have more energy. Improved blood flow to muscles and the brain, faster muscle recover and a better use of oxygen are all part of being in shape. How do you determine if you are in good condition?

Many experts consider the best indicator of health to be your resting heart rate. Physicians rank heart rate as the most important vital sign when evaluating patients. Most people have a resting heart rate in the range of 70-90 beats per minute. A physically fit person will have a resting heart rate around 50 beats per minute.

Dr. Kenneth Cooper is considered by many to be the pioneer in the world of aerobic conditioning (in fact he coined the term). The lowest resting heart on record from Dr. Cooper's research was a marathon runner by the name of Hal Higdon. He had a resting heart rate of 28 beats per minute! Its surprising that no one ever called a coroner for Mr. Higdon.

The best time to evaluate your resting heart rate is first thing in the morning before you even get out of bed. Use the two fingers on the wrist method (don't use the thumb, it has its own pulse) and count while you watch the clock for 60 seconds; the better your condition the lower your heart rate.



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2 *Lose the extra weight*

In December of 2001, I weighed 228 pounds. Today I weigh 185. I lost almost 45 pounds! Now when I go to the gym in the morning sometimes I find myself looking at the 50 pound plates and thinking, man I used to strap on one of those every morning and head out for my day. No wonder I was exhausted!

Results from the 1999-2002 National Health and Nutrition Examination Survey, using measured heights and weights, indicate that an estimated 65 percent of U.S. adults are either overweight or obese. Now of course the use the Body Mass Index method which can be a little skewed, but the question you have to ask yourself is, "How big is the plate you strap on every morning?" Then do something about it.



People often ask me how I lost weight. I embraced the math of weight loss. It's calories in and calories out, and I used a software program called "DietPower" which enables a person to track nutrition, exercise and it actually learns your metabolic rate. Go to www.dietpower.com and check it out.

3 *Get your sleep*

"You're not getting enough sleep," says the National Sleep Foundation. Adults average 6.9 hours of sleep a night, even though many experts believe they need between 7 and 9 hours. The resulting sleep deprivation results in reduced productivity at work, irritability, diminished capacity in driving, and a variety of other health problems.



4 *Lose the smokes*

Well, if the photos on the *Canadian Alliance to Control Tobacco* web site aren't enough to make you stop smoking, perhaps the fact that cigarettes contain an estimated 4000 known toxins with several known carcinogens will.

Cigarette smoking also contributes to severe vitamin deficiencies and reduces your body's ability to oxygenate. How to quit? Try interval sprinting every other day, which should at least make you think twice about lighting up.



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5 Cut back on caffeine

I used to be a serious coffee drinker. As a matter of fact I had two a day ... pots! But after a while I noticed that I needed to drink coffee just to pick up a pencil.



Caffeine does not give you energy. It stimulates your nervous system and adrenals. That's not energy, that's stress. It's been reported that a single 250 milligram dose of caffeine (about 2.5 six ounce cups of coffee) has been shown to increase levels of the stress hormone epinephrine (adrenaline) by over 200%.

If you cut back on your caffeine intake too quickly you will get caffeine headaches (ask me how I know). Author of *Caffeine Blues*, Stephen Cherniske, says this is an increase of blood flowing into your brain. Once you get by the pain think like Homer Simpson, "*blood, brain, gooooo!*"

Be reasonable with your caffeine consumption (I still have 2 cups a day) and understand that it isn't a source of energy.

6 Add ALC and ALA to your daily supplements

Think about adding acetyl L-carnitine and alpha lipoic acid to your vitamin regimen (What? You don't have a vitamin regimen?!)

A research team at the University of California, Berkeley, fed elderly rats both nutrients for a couple of months. After measuring their mitochondrial activity and found that (I'm going to cut to the chase and leave out all the scientific stuff) the aged rats actually had the memory and overall energy of young to middle age rats. Research reporters likened this to "*a group of 80 year old humans throwing away their walking sticks and acting 35 years younger!*"

Although you should always seek the advice of your physician before adding any supplements to your diet, I've been taking these supplements for several years now, and I'm constantly likened to being a revved up rat.





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7 Turn off the noise and turn on some Mozart

Constantly barraged your senses with electronic stimulation can be very fatiguing. Music, talk radio and the television can all contribute to a general sense of tiredness. Try turning the stuff a few extra minutes a day and see if you don't feel just a little calmer and more rested. And try and listen to some Mozart.

As reported in *The Virginia – Pilot* in 1997, then 16 year old David Merrell worked with an Old Dominion University Professor to study the effects of music on mice.

After making all things equal (again I'm sparing you details) David had three groups of mice, one listened to silence, another to Mozart and another to the hard rock group Anthrax. The challenge: the mice had to navigate a maze. After establishing a baseline time of 10 minutes for all groups, David exposed the mice to their music for 10 hours per day. You guessed it. The control group kept in silence reduced their maze time five minutes; the Mozart group reduced their time some 8.5 minutes.

What happened to the Anthrax listening mice? Dazed and confused it took them an average of 30 minutes to negotiate



the maze which they could previously do in 10! But they had much cooler t-shirts.

The young Mr. Merrell kept the mice in this experiment in individual living quarters. Why? In similar test conducted earlier the hard rock mice actually killed one another! (Huh, is that why my college roommates and I were always wrestling?)

8 Use Positive Mental Affirmations

Much psychological research has been done on the rejuvenating powers of the mind. All you have to do is look at the amazing feats of endurance and strength that humans have exhibited; from Sir Edmund Hillary and Tensing Norgay reaching the summit of Mount Everest in 1953 to the climber Aron Ralston who after being pinned under a 200 pound rock had to cut off his own arm with a pocket knife in order to survive. These people had to have a vision of success and continue to remind themselves over and over mentally that they would survive. Now, hopefully working at your business isn't that bad ...

It has been said that the human mind can contain only one thought at a time. And many psychologists state that most of a person's "self talk" is negative which creates a defeatist attitude and often low energy. When you catch yourself thinking about how tired you are try passing a powerful, energizing thought through your mind.



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For those times when you feel the energy starting to ebb, try using one of the following mental affirmations and see if it doesn't pull you through



For the spiritually inclined I like *Isaiah Chapter 40:31* (KJV) it always get me though the tough times (Go ahead look it up!). For those with a more secular bend try the affirmation made famous by French psycho-therapist Emile Coue (1857 – 1926) "Every day, in every way, I'm getting better and better." I use both ... a lot. See if they don't improve your energy level.

The Rested Edge

Dan Ciampia, in his January 2005 Harvard Business Review Article, *Almost Ready: How Leaders Move Up*, states there are really three keys to becoming a CEO of a company; management savvy, political intelligence and personal style.

A key to Ciampia's comments about personal style is to be able to manage energy to stay on the "rested edge" while avoiding the "ragged edge." Those who ultimately move up are those who are able to perform while making it looked effortless.

There is no way to go 100 miles an hour all the time. Every once and a while you need to stop for gas and change the oil and then find your way back through the maze. Try these ideas and soon you'll be in the words of Ted Nugent, "*locked, cocked and ready to rock.*"

Has anyone seen my Metallica CD?



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An award winning author, speaker and sought after consultant, Mark's work has attracted clients as diverse as the Harley-Davidson Motor Company to the Executive Education Program at the University of Wisconsin and dozens of other leading organizations.

His speaking and training schedule typically includes 200 events per year and has taken him to 8 countries and 40 states. He keeps threatening his wife, Amy, to get an RV and visit the rest.

Holding a master's degree in adult education, Mark has also earned the National Speakers Association Certified Speaking Professional designation – There are only 500 people in the world who have passed the rigorous criteria to attain this coveted recognition. He is also a certified member of the Association of Finance and Insurance Professionals.

A prolific writer, Mark received Advanstar International's Grand Gold Award for editorial excellence for his article series, "Improving Human Performance." He continues to write monthly columns and even wrote a book about the music industry: *Guardian of the Gods – An Inside Look at the Dangerous Business of Music*. The reason Mark says was singular, "to get backstage at Aerosmith concerts."

Traveling by plane most of the time, Mark's favorite mode of transportation is his 2007 VRSCDX Harley-Davidson V-Rod, which has been known to "fly" as well.

Mark is the President of the Peak Performance Business Group™.

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