NUTRITION & FITNESS FOR BUSY PROFESSIONALS

INFOGRAPHIC BUNDLE

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3 STEPS TO FIX A BROKEN DIET

IDENTIFY AND REMOVE NUTRITIONAL DEFICIENCIES
STEP 1

Dietary deficiencies are more common than you think.

ATHLETES

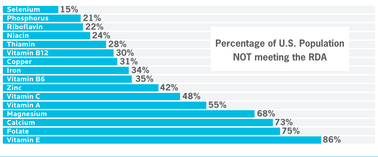
- Iodine
- Vitamin D
- Zinc
- Vitamin E
- Calcium

STUDENTS

- Zinc
- Magnesium
- Vitamin D
- Omega 3s
- Protein

PEOPLE ON POPULAR DIETS

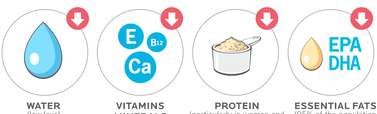
- Vitamin B7
- Vitamin D
- Vitamin E
- Chromium
- Iodine
- Molybdenum



IDENTIFYING DEFICIENCIES

Blood, saliva, and urine testing can uncover specific deficiencies. But there's an easier place to start.

COMMON DEFICIENCIES AMONG COACHING CLIENTS



WATER (low-level dehydration)

VITAMINS MINERALS

PROTEIN (particularly in women and in men with low appetites)

ESSENTIAL FATS (95% of the population is deficient)

CORRECTING DEFICIENCIES: WHERE WE BEGIN

DRINK MORE HYDRATING FLUIDS

EAT MORE FOODS RICH IN VITAMINS AND MINERALS

EAT MORE FOODS RICH IN PROTEIN

TAKE IN MORE ESSENTIAL FATS (fish, fish oil, algae oil, etc.)

When we don't get the nutrients we need, we suffer.
As soon as we start eating them regularly, we thrive.

ADJUST FOOD AMOUNT AND FOOD TYPE
STEP 2

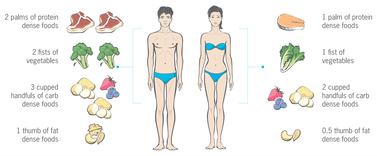
Once nutrient deficiencies are corrected, it's time to adjust food amount.
Please note: We actively avoid calorie counting.

Short-term food journals work well as dietary awareness tools. But calorie counting can actually backfire.

SO, HOW MUCH SHOULD I EAT?
Based on your body type...

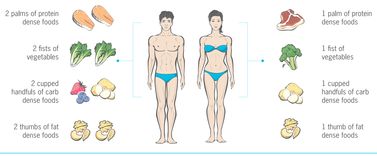
I TYPE — 55% CARBS — 25% PROTEIN — 20% FAT

Their engine speed is set to "high revving". They tolerate carbs well. They're high-energy.



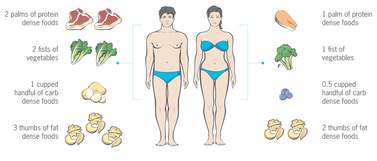
V TYPE — 40% CARBS — 30% PROTEIN — 30% FAT

Their bodies are designed to be powerful machines. They tend to be testosterone and growth hormone dominant. Thus, they can usually gain muscle and stay lean easily.



O TYPE — 25% CARBS — 35% PROTEIN — 40% FAT

Their engine speed is set to "idle". They're naturally less active. They typically have a slower metabolic rate and generally don't tolerate carbs as well.



PORTION SIZES

The following portion guide assumes 3-4 meals a day. Notice that, instead of counting calories, you can use your own hand as a portable portion guide. Your palm measures protein, your fist for veggies, your cupped hand for carbs, and your thumb for fats.

FINE TUNE THE DETAILS
STEP 3

Once deficiencies are corrected and you're eating the right types of food in the right amounts, everything else is just a minor detail.

HOW OFTEN SHOULD I EAT?

As long as we eat the right foods in the right amounts, meal frequency is a matter of personal preference. You could eat smaller meals often or large meals less often.

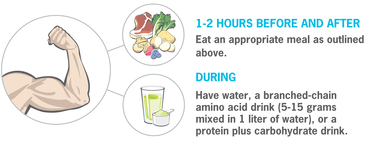
SHOULD I CYCLE CALORIES OR CARBS?

For some people this strategy can make a difference. Here's how to do it...

- On the days you're lifting weights – add starchy carbs to your baseline diet.
- On the days you're not lifting weights – eat a baseline diet of mostly protein, vegetables and healthy fats with minimal carbs.

WHAT SHOULD I EAT BEFORE, DURING, OR AFTER EXERCISE?

Workout nutrition really doesn't matter for most people except elite athletes training specifically for maximal muscle adaptation and/or training with high volume and intensity (potentially multiple times every day). For those individuals...



1-2 HOURS BEFORE AND AFTER

Eat an appropriate meal as outlined above.

DURING

Have water, a branched-chain amino acid drink (5-15 grams mixed in 1 liter of water), or a protein plus carbohydrate drink.

HOW TO STAY IN SHAPE WHEN YOU'RE BUSY

Work trips? Holidays? In hectic times, exercise routines crash. But with 10 minutes a day and virtually no equipment, you can maintain your fitness until you're back in the game.

PHYSICAL ACTIVITY OFFERS A LONG LIST OF AMAZING BENEFITS

BRAIN
- Less susceptible to stroke
- Increased neural pathway conductivity
- Improved neuroplasticity
- Improved mood and sleep
- Improved executive function

VEINS/ARTERIES
- Increased elasticity
- Improved circulation
- Improved blood pressure

RESPIRATORY SYSTEM
- Increased gas exchange in lungs
- Increased oxygen in the bloodstream

METABOLISM
- Increased mitochondrial density
- Improved enzymatic pathways
- More efficient energy production
- Improved insulin sensitivity
- Improved nutrient uptake
- Decreased fat storage
- Higher resting metabolic rate

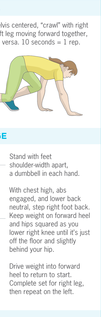
MUSCLES
- Improved strength and coordination
- Bigger, more numerous muscle fibers
- Larger, toned muscles

SKELETON
- Increased bone density and strength

The more consistently you work out, the more pronounced and long-lasting the benefits. But if you suddenly become sedentary, the benefits start reversing immediately.

STRESS CAN MAKE YOU LOSE CONDITIONING FASTER.

- MENTAL/EMOTIONAL STRESS
- INCREASED BREATHING RATE
- INCREASED OXYGEN UPTAKE AND CO2 CLEARANCE
- DECREASED CO2 IN THE BODY
- REDUCED OXYGEN TRANSFER TO MUSCLE CELLS
- ALTERED ENERGY PRODUCTION IN MUSCLES
- REDUCED ATP (ENERGY) AVAILABILITY IN MUSCLES
- IMPAIRED ABILITY TO RELAX AND LENGTHEN MUSCLES
- TIGHTNESS AND STIFFNESS (ESPECIALLY IN THOSE AFFECTED BY STRESS, LIKE THE NECK AND LOWER BACK) AND FATIGUE



SIMPLE, DO-ANYWHERE WORKOUT

For those times when you just can't manage your normal exercise routine, use this minimalist 10-minute workout to stay in shape.

1. **Move through each exercise in sequence.**
2. **Do 5 reps of each exercise.**
3. **Don't rest between exercises.**
4. **Rest 1-2 minutes at the end of the circuit.**
5. **Repeat for a total of 2-4 circuits.**

BEAR CRAWL

Starting on all fours, push down with toes to bring knees off floor.

Keeping pelvis centered, "crawl" with right arm and left leg moving forward together, and vice versa. 10 seconds = 1 rep.

REVERSE LUNGE

Stand with feet shoulder-width apart, a dumbbell in each hand.

With chest high, abs engaged, and lower back neutral, step right foot back. Keep weight on forward heel and hips squared as you lower right knee until it's just off the floor and slightly behind your hip.

Drive weight into forward heel to return to start. Complete set for right leg, then repeat on the left.

PUSH-UP

Start in "plank" position, hands directly under shoulders and fingers forward.

Maintaining a straight line from head to heel, keep elbows in as you bend them to lower your body as far as you can without shoulders popping forward.

Squeeze shoulder blades together and down toward glutes as you lower, then allow them to spread fully apart at the top. Keep abs tight, tailbone tucked under and shoulders down away from ears.

SQUAT

Stand with feet shoulder-width apart, arms extended in front of you.

With abs engaged, ribs pulled down, and tailbone tucked under, push hips back and lower as far as you can, keeping feet straight and knees aligned with little toe.

Drive weight into heels and midfoot to return to start.

SINGLE-ARM DUMBBELL ROW

Keeping ribs down, abs tight, tailbone tucked, and weight through forward heel, pull dumbbell toward lower ribs while locking your shoulder blade inward and down.

Keeping ribs down, abs tight, tailbone tucked, and weight through forward heel, pull dumbbell toward lower ribs while locking your shoulder blade inward and down.

BANDED HIP EXTENSION

Stand with feet shoulder-width apart with resistance band looped behind neck and ends secured under feet.

Keeping abs engaged, ribs pulled down, back straight, and weight rooted through heels, push your hips back and bend at waist until you feel a slight stretch in hamstrings.

Return to start, keeping abs tight, ribs down, and tailbone tucked.

YOUR MINIMALIST GYM

Resistance band (length: 41", width: 0.5-1.5")

Choose a weight that's moderately challenging (women: 15-30 lb, men 30-50 lb.)

MAKE IT EASY

When you're busy and stressed, working memory and willpower are low. Here's how to make a minimal workout happen.

Keep your resistance bands or workout clothes somewhere visible, where you'll practically trip over them. Behavioral triggers make exercise more automatic, less thought-driven.

Don't think of the workout as a chore or punishment. Positively keeps your stress hormone response in check and reduces hedonic compensation ("I did pushups, so I earned this brownie").

Can't do one or more of the exercises in the circuit? Skip them. If possible, focus on the legs, which require greater muscle recruitment and energy burn.

No dumbbell? Use whatever you can find to add weight to the moves.

WHY THIS PLAN WORKS

Requires minimal time and equipment, so you can do it anytime, anywhere

Helps you avoid the all-or-nothing downward spiral of feeling "off-track" with exercise

Uses "compound exercises" – big muscles, big range of motion – so you get more out of each rep

Gives dietary sugar a purpose, mitigating chances of increased fat storage and weight gain

Maintains joint and tissue health

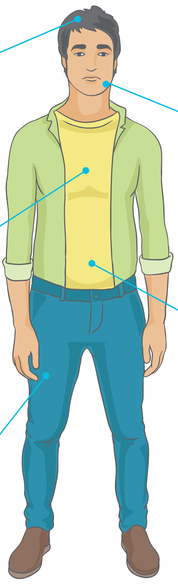
Keeps stress in check

THE POWER OF SLEEP

WHY IT'S SO IMPORTANT, AND HOW TO GET MORE OF IT

If your eating and exercise are on point but you still don't feel or look the way you want, poor sleep may be to blame. Here's how to make rest a daily priority.

5 SIGNS YOUR SLEEP HABITS AREN'T WORKING FOR YOU



YOUR MIND IS FOGGY

What we experience and learn gets cemented to memory while we sleep. Interference with this process causes:

- Reduced alertness and concentration
- Confusion
- Impaired judgement
- Forgetfulness

YOU'RE GETTING SICK A LOT

When we don't sleep enough, T-cells go down and inflammation goes up, resulting in:

- Increased vulnerability to viruses and bacteria
- Acute increase in risk of getting sick
- Increased risk of heart disease and other inflammation-related illnesses

YOUR WORKOUTS FEEL TOO HARD

Our body uses sleep as an opportunity to refresh neurotransmitter levels and remove energy-draining metabolites. Otherwise, we experience:

- Decreased central nervous system activity
- Slower reaction time
- Low energy and endurance capacity
- Depressed mood
- Reduced desire to exercise

YOU'RE UNHAPPY

While we sleep, we produce fresh neurotransmitters and regulate hormone production. Interference here causes:

- Impaired regulation of emotions
- Heightened stress
- Low mood
- Possible increase in risk of depression

YOU'RE STRUGGLING WITH YOUR WEIGHT

Poor sleep is linked to excess body fat, as it can:

- Disrupt appetite regulation
- Cause you to feel hungrier
- Lead to increased calorie intake

Also, excess body fat can reduce sleep quality.

PREPARING FOR A GOOD NIGHT'S SLEEP

As odd as it sounds, your path to high-quality sleep starts in the morning.

AM

PM

WAKE AT THE RIGHT TIME

You'll feel better and more alert if you wake from a light sleep stage. If you feel groggy, consider a device or app that senses sleep cycles and rouses you at an optimal point.

BE AWAKENED BY LIGHT

This naturally raises cortisol, which is a good thing in the morning. The slow rise helps you feel alert and relaxed.

GET MOVING RIGHT AWAY

Movement seems to speed the waking process, whereas hitting snooze increases sleep inertia. When it's time to wake, sit up and put your feet on the floor.

FIND THE SUN (OR A LIGHT THERAPY BOX)

Light exposure sets your daily melatonin (a sleep hormone) rhythm. This increases wakefulness during the day and helps your body gear down at bedtime.

BE CAREFUL OF ALCOHOL AND CAFFEINE

Consuming caffeine after 2pm and/or having more than 1-2 drinks in the evening can interfere with deep sleep.

EXERCISE

Regular exercise helps normalize your body's 24-hour clock, regulate your fight-or-flight system, and optimize your hormone levels. However, be careful with very intense exercise later in the evening. It may make it harder to fall asleep.

EAT A SMALL TO MEDIUM DINNER

Too much food can make it harder to fall asleep. A blend of minimally processed proteins, carbs, and fats can help keep you satisfied until morning. Plus, having some slow-digesting carbs can make you feel sleepy.

LIMIT FLUIDS

Drinking too much liquid shortly before bed can result in frequent waking for bathroom breaks.

CLEAR YOUR MIND

Whatever thoughts are in your head, get them out and onto paper. This preps you for genuine relaxation.

GO THE $%#@ TO BED

Sticking to a reasonable bedtime teaches your body when to release calming hormones to help you fall asleep. Tip: Don't wait until midnight. Every hour of sleep before 12am is worth two hours after.

SLEEP AT LEAST SEVEN HOURS

Most people need 7-9 hours of sleep per night. If you're getting far less now, that's okay. Just work your way up slowly. Even adding 30 minutes can make a big difference.

MORE TIPS FOR BETTER SLEEP

TURN OFF ELECTRONICS

Remove your eyes from all devices at least 30 minutes before bed. Artificial light interferes with our production of melatonin, which ensures deep sleep and may help regulate metabolism.

DE-STRESS

Reading, meditation, and gentle movement (stretching, yoga, walking, sex) can release tension and activate calm-down chemicals.

TAKE A BATH OR SHOWER

Warm water can help us relax and de-stress. Throw in some magnesium-based epsom salts, known to help with sleep.

CREATE A RELAXING SLEEP AREA

Your bedroom should be quiet, peaceful, relatively organized, and free of anxiety-inducing clutter. If you live in an urban area, consider a white noise machine to drown out city sounds.

SET YOUR ROOM TO AN APPROPRIATE TEMPERATURE

Most people sleep better when it's cool (around 67 F); others sleep better at a neutral temperature. Find what works best for you.

MAKE THE ROOM AS DARK AS POSSIBLE

To maximize melatonin production, cover your windows and turn your phone face-down. Use a motion-sensitive or dim night light to illuminate mid-sleep bathroom trips.