



## HOW FIT EXECUTIVES BOOSTS PROFITS

### Increase Profits!

If a structured fitness and nutrition program tailored to your executive team would make them smarter, healthier, and ultimately more productive, would you support it? What if this greater level of fitness on the executive team had a "trickle down fitness" effect whereas the entire company had renewed inspiration, more resources and ultimately support from the top down for health and wellness? This would ultimately lead to increased profits through the following benefits:

- 1) Reduced absenteeism due to illness
- 2) Reduced health care costs due to illness
- 3) Increased retention
- 4) Increased productivity
- 5) Improved morale, recruiting, and company image
- 6) Increases the bottom line for the company

### Exercise will make your Executive's smarter and younger!

Exercise will positively impact the brain leading to the following benefits:

- Increased learning from mistakes
- Improved rate of learning (by 20%)
- Improved reading and comprehension
- Improved attention
- Regenerates the brain- Exercise is like Miracle Grow for the brain! <sup>1</sup>

### Improve Executive Performance!

If better health isn't motivation, what about improved mental performance? The following data pertains specifically to the effects of exercise on the brain relative to executives:

#### ***35 minutes on a treadmill at 60-70% max heart rate improves cognitive flexibility<sup>2</sup>***

"Cognitive flexibility" is an important executive function that reflects our ability to shift thinking and to produce a steady flow of creative thoughts and answers as opposed to a regurgitation of the usual responses. The trait correlates with high performance levels in intellectually demanding jobs"(p54 "Spark", John Ratey).

**TAKEAWAY:** *If you have an important brainstorming meeting—go do a short intense workout before your meeting.*

#### ***Jogging 30 minutes 2 to 3 times a week for 30 minutes improves executive function <sup>3</sup>***

Results are better with complex activity (i.e. HPT boot camps and circuit training).

***"The real reason we feel so good when we get our blood pumping is it makes the brain function at its best. Building muscle and conditioning the lungs and heart are side effects." (John Ratey, SPARK, p.3)***

***"A half hour of exercise prepares the brain for work and memory (John Ratey, SPARK, p.6)"***

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<sup>1</sup> John Ratey, "Spark" (Little Brown and Company, 2008) p.42

<sup>2</sup> Ibid, p.54

<sup>3</sup> Ibid, p.55