

# THE BUSINESS ATHLETE PROGRESS JOURNAL

---

*Progress equals fulfilment*

**ISBN 978-2-8399-2529-7**

Copyright © 2018 by Mark Guilbert

All rights reserved. This journal or any portion thereof, in both printed or electronic form, may not be reproduced or used in any manner whatsoever without the express permission of the publisher except for the use of brief quotations in a book review.

THE BUSINESS ATHLETE  
PROGRESS JOURNAL

---

## INTRODUCTION

*Lives crumble with the erosion of values –  
physically mentally, and emotionally.*

Are you tired of feeling tired and unfulfilled? Are you tired of this “faster is better” myth, which so many admire and emulate? Are you tired of living your life on somebody else’s terms? If so, then consider what the average body of a classic business person is required to go through every 24 hours:

Their heart beats over 115,200 times. Their blood travels (circulates) 280 million km. They breathe more than 21,600 times, inhaling over 8,888 litres of air. They ingest more than 1.5kgs of food and drink more than 2.5 litres of liquids. They lose 0.5kgs of waste. They speak over 25’000 words. They process over 70,000 thoughts. They move more than 600 muscles. And they exercise more than 7 million brain cells.

But that’s only half of the equation.

Compound that with a world that’s been wildly accelerated by technology, high-tension living, relentless change and uncertainty, psychological stress, sleep deprivation, chrono-misalignment, an extra 158 hours (the equivalent of an extra month of working hours!) added to our annual working and commuting time over the past twenty years, physical inactivity, addiction to stimulants, inadequate nutrition, toxic work environments, and – more importantly – a character-based crisis marked by insincerity and deceit.

And we wonder why we’re feeling tired, fragile, and unfulfilled!

There is an energy crisis in modern day business, and it has nothing to do with



the price of oil or fossil fuels. Tragically, millions of business people worldwide, addicted to speed and seduced by short-cut techniques, leave their homes each morning to work long hard hours in soul-destroying jobs, so they can buy “things” they don’t need nor have time to use, to impress people they’ve never met or dislike!

Subsequently, our modern-day corporate culture is developing millions of Business Warriors – people living life in the fast lane who are physically unprepared, mentally disengaged, emotionally disconnected, and chronically characterless.

A classic Business Warrior has a flawed character with insincerity, distrust, and contempt at its core. They work long hours. Eat too much. Drink too much. Are sleep deprived and emotionally disconnected. Have nerves on red alert. And neglect their family and friends, which over time leads to ruined relationships, poor health, and an empty life with no interests or fidelity to a worthy purpose.

Business Warriors believe they can lead or manage others without having to first master themselves. Tragically, they’ve become so intoxicated with power, they’re more interested in wielding that power than nurturing the physical, mental, and emotional wellbeing of others.

By contrast, Business Athletes understand that to lead or manage others effectively, they must first master themselves. Instead of wielding power, they dedicate time to transforming themselves and helping in the development of others.

Through the sensible management of stress/recovery integration, a Business Athlete nurtures their physical, mental, and emotional wellbeing while inspiring a



sense of trust, respect, compassion, and places core principles above personal gain, power, and greed.

Business Athletes are not impressed by people with inflated egos who abuse their authority, wield power, and possess opulent mansions, yachts, sports cars, and over-sized bank accounts. The one characteristic - the defining quality - that all Business Athletes seek in another person, is simply the way they treat other people!

Integrity is paramount. Business Athletes believe character - moral strength - is the most vital component of any human being. They don't change their principles or compromise their values depending on who they are dealing with. A person who trades a gram of principle for a kilo of popularity is not a person who can, and should be, leading other people.

*"You must be SEEN to be leading - that is part of the job description"* are the words of the late Nelson Mandela that all Business Athletes embrace with vigour. Business Athletes understand that leadership is not a position or some title on a business card. Leadership is a decision. A decision to take care of other people's physical, mental, and emotional wellbeing. And to do that effectively, you must pay the price of success with yourself first!

To live a happy, healthy, and fulfilled life, you must never get bored with practicing the fundamentals. Put simply, if you can't do the small things right, you'll never be able to do the big things right! Small disciplines repeated daily lead to quantum change over time is the Business Athlete's mantra. Every day, they organize and execute around their highest priorities through the practice of small disciplines.

All great achievements require time, patience, and an indomitable will. That's why



Business Athletes know how to successfully remain focussed, discard what is worthless, and renew themselves.

Sensible management of painful experiences leads to personal growth.

Business Athletes understand there are two forms of pain; discipline, and regret. Experience has taught them that by having the discipline today, you won't need to experience the regret tomorrow!

In addition, Business Athletes don't like to complicate simplicity. They embrace a "*Less is More*" approach to life. They have no respect for the undisciplined "*Faster, Further, More*" work ethic, which has become the framework of our society, and which so many admire and emulate. "*Results take time to measure*" is a natural law of the universe. Business Athletes understand that time is the fatal enemy of any generation being raised upon speed, seduced by technology, and addicted to "*chasing figures.*"

Like eagles, Business Athletes don't flock; you'll find them one at a time. They live in the minority. They don't follow the crowd, especially when the crowd is running in the wrong direction!

Like a maverick, they walk their own path without fear of judgment. They take ownership for their life and live it on their own terms, they don't allow others to live it for them. They follow their heart, honour their uniqueness, and find their true meaning. Moreover, they have the moral courage to say "no" because they understand you either sacrifice when necessary or suffer indefinitely.

In a nutshell, Business Athletes understand that the difference between "*I must*" and "*I should*" is the existence you want and the existence you have.



Being physically, mentally and emotionally prepared – embracing responsibility and striving for excellence - doesn't mean dramatic upheaval in our life. Yes, as human beings, consistency is our greatest challenge, but it's also the foundation of all worthy achievements...and the blue-print of extraordinary people.

So, keep in mind: small disciplines repeated daily lead to quantum change over time. Conversely, feeble excuses are the greatest enemy of accountability!

On a final note, here's a question for you to wrestle with: What would your life look like if you were courageous enough to raise your standards, shift from a fixed to growth mindset, and become the person you have the potential to be while inspiring others to do the same?

Are you ready and willing to find out?

**Mark Guilbert**

Founder & CEO, MG Business Health Solutions







# DAY 1

“ Every day is a new life to a wise man.

Today, three things I'm grateful for

1 The car that I drive

---

2 My good friend Nick

---

3 The support of my family

---

Taking care of my body is taking care of business

---

Sleep

I slept at 11pm and woke up at 6.30am  
I woke up feeling refreshed  
I switched off all screens 90-mins before bedtime  
Had a 15-minute nap before leaving for Geneva

Movement

I went for a 30-minute jog at lunchtime  
I didn't spend too much time sitting  
Walked the dog for 20-minutes  
I brushed my teeth balancing on one leg.

---

Mindful eating

I drank 2.5 litres of water  
I had some nuts and an apple mid-morning  
I eat slowly and in a relaxed environment (no mobile phone on the table)  
Had a protein-based lunch - felt energized!

Recovery

I practiced my breathing exercises  
I took 15-minutes to read a good article  
Went for a 5-minute walk before driving home  
Did 10-minutes of visualization

---



## My 6 daily achievements for personal fulfilment

Health & wellbeing	I have 24-hours to...	Complete (✓)
Sleep five cycles - 11pm - 6.30am		<input checked="" type="checkbox"/>
Go for a 30-minute jog at lunchtime		<input checked="" type="checkbox"/>
Career	I have 24-hours to...	
Finish the two project offers on my desk and send		<input checked="" type="checkbox"/>
Deliver an impactful presentation this afternoon		<input checked="" type="checkbox"/>
Family & relationships	I have 24-hours to...	
Have dinner with family and read Josh a bedtime story		<input checked="" type="checkbox"/>
Show my team that I appreciate their effort and hard work		<input checked="" type="checkbox"/>
Personal development	I have 24-hours to...	
Listen to audio program while driving to client in Geneva		<input checked="" type="checkbox"/>
Read the Warren Buffet article on my desk		<input checked="" type="checkbox"/>
Service to others	I have 24-hours to...	
Send Mercy Ships Suisse a donation		<input checked="" type="checkbox"/>
Collect the parcel from the Post Office for my father		<input checked="" type="checkbox"/>
Social & hobbies	I have 24-hours to...	
Reserve tickets for Bryan Adams concert		<input checked="" type="checkbox"/>
Take the dog for a walk when I get home from work		<input checked="" type="checkbox"/>



## DAY 2

*“ Embrace responsibility...don't shift it.*

Today, three things I'm grateful for

1

---

2

---

3

---

Taking care of my body is taking care of business

---

Sleep

Movement

---

Mindful eating

Recovery



## My 6 daily achievements for personal fulfilment

Health & wellbeing

I have 24-hours to...

Complete (✓)

---

---

Career

I have 24-hours to...

---

---

Family & relationships

I have 24-hours to...

---

---

Personal development

I have 24-hours to...

---

---

Service to others

I have 24-hours to...

---

---

Social & hobbies

I have 24-hours to...

---

---





MG Business Health Solutions  
[www.energizingthebusinessathlete.com](http://www.energizingthebusinessathlete.com)  
Copyright © 2018 by Mark Guilbert



MG Business Health Solutions  
[www.energizingthebusinessathlete.com](http://www.energizingthebusinessathlete.com)