

FOREVER ACTIVE

PERSONALIZED FITNESS AND WELLNESS FOR MEN 50+

Motivational Issue



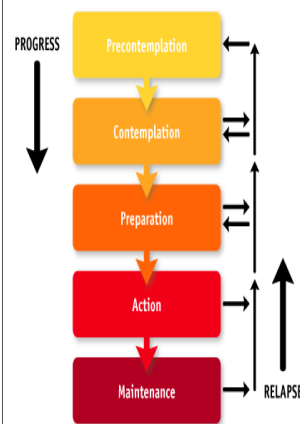
Change

Change is difficult because it is:

- Uncomfortable** - because you are doing something different and unfamiliar.
- Inefficient**— It takes you longer to do something for the first time.
- Frustrating**— You often make mistakes when you are learning a new skill or routine
- Takes more emotional and mental energy**— you need to psyche your self up to do something you are unfamiliar with & you will need to concentrate more until you learn the skill & becomes a habit.



Steps to Make Change



- Pre-contemplation**— you are aware of the benefits that change will bring to your life but you are not convinced yet to make a change
- Contemplation**— you have now decided to make a change but not sure how. This is a common stage to get “stuck” at.

3. Preparation—This is the “planning stage” and maybe the most important stage. This is when you evaluate past experience and determine methods to make the change you want. If you don’t have a good plan on how to make the change you will not be successful in making the change.

4. Action— Getting started, putting your plan into action. It takes doing something 21 times before it becomes a habit so be patient. Change is difficult and expect challenges & obstacles along the way. In your planning stage you should have determined strategies to use when road bumps along the path of change occur.

5. Maintenance— Look for ways to make your action plan varied and exciting. Set short term (1-12 weeks) and long term (3 -12 months) goals and recognize achievements to help motivation.

DID YOU KNOW The Steve Jobs Story

“I was lucky—I found out what I loved to do early in life. Woz (Steve Wozniak) and I started Apple in my parents’ garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees. We had just released our finest creation—the Macintosh—a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out, and very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn’t know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down—that I had dropped the baton as it was being passed to me. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me—I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn’t see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, although less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world’s first computer animated feature film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple’s current renaissance.

I’m pretty sure none of this would have happened if I hadn’t been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you hard in the head with a brick. Don’t lose faith. I’m convinced that the only thing that kept me going was that I loved what I did. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work”.

Commentary: Your Health Should be Motivation Enough - Why Isn't It?

You would think that the fear of premature death due to a heart attack, stroke, diabetes or the threat of premature physical disability due to being over weight, osteoarthritis of your knees, hips and lower back, or generalized muscle weakness would be enough to motivate everyone to exercise everyday. But it isn't. Just like the threat of lung cancer isn't enough to motivate a smoker to quit.

Fear can motivate but only for short

periods of time. We are creatures of habit and our environment. To change our daily living habits or the environment we live in requires a change in our attitudes about who we are and that is uncomfortable to.

Health starts with an attitude that “how I think, how I handle stress, how I eat, and how active I am makes a difference in who I am, how I will interact with others and how I will enjoy my life”.

Health is foremost about attitude. Your attitude is what will motivate you to make healthy choices in your life.

If you are sedentary, over weight, suffer from muscle stiffness and pain, then change your attitude toward exercising and you will change your life.

“A healthy body starts with a healthy attitude”



"Eat that Frog" -An excerpt from Brian Tracey's Book -Eat That Frog

The key to reaching high levels of performance and productivity is to **develop the lifelong habit of tackling your major task first thing each morning.** You must develop the routine of **"eating your frog"** before you do anything else and without taking too much time to think about it.

Take Action Immediately

In study after study of men and women who get paid more and promoted faster, the **quality of "action orientation" stands** out as the most observable and consistent behaviour they demonstrate in everything they do. Successful, effective people are those who launch directly into their major tasks and then discipline themselves to work steadily and single-mindedly until those tasks are complete.

Develop the Habits of Success

Your success in life and work will be determined by the kinds of habits that you develop over time.

The habit of setting priorities, overcoming procrastination, and getting on with your most important task is a mental and physical skill. As such, this habit is learnable through practice and repetition, until it locks into your subconscious mind and becomes a permanent part of your behaviour. Once it becomes a habit, it becomes both automatic and easy to do.

Whenever you complete a task of any size or importance, you feel a surge of energy, enthusiasm, and self-esteem. The more important the completed task, the happier, more confident, and

more powerful you feel about yourself and your world.

The Three D's of New Habit Formation

You need three key qualities to develop the habits of focus and concentration, which are all learnable. They are decision, discipline and determination.

First, make a **decision** to develop the habit of task completion. Second, **discipline yourself** to practice the principles you are about to learn over and over until they become automatic. And third, back everything you do with **determination** until the habit is locked in and becomes a permanent part of your personality.

Visualize Yourself as You Want to Be

There is a special way that you can accelerate your progress toward becoming the highly productive, effective, efficient person that you want to be. It consists of your thinking continually about the rewards and benefits of being an action-oriented, fast-moving and focused person. See yourself as the kind of person who gets important jobs done quickly and well on a consistent basis.

Your mental picture of yourself has a powerful effect on your behaviour. Visualize yourself as the person you intend to be in the future. Your self-image, the way you see yourself on the inside, largely determines your performance on the outside. All improvements in your outer life begin with improvements on the inside.

"Small Steps Leads to Big Differences"

March "Motivation Month" Special

Two Free One Hour Fitness Sessions

(with the purchase of \$100 Fitness/Health Assessment)

(Health & Wellness screening, Body composition, Flexibility, Agility, Balance and Coordination, Muscular strength and endurance and Cardiovascular fitness)

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