

FOREVER ACTIVE

PERSONALIZED FITNESS AND WELLNESS FOR MEN 50 +



DON'T QUIT: Follow the 80:20 Rule for Sustainability

Introduction

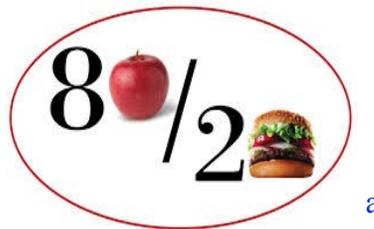
Everyone knows that exercise is good for you. Exercise strengthens the heart to protect against heart disease, it strengthens the muscles to prevent muscle atrophy associated with functional disability. It improves flexibility, balance, agility and coordination to reduce the risk of falling as you age. So why, with all these benefits, isn't everyone exercising on a sustained basis? Why do so many start the new year with great intentions of improving their fitness level and by Valentine's day they have quit and given up the dream of a healthier life? Why is it that the greatest challenge for fitness facilities is not attracting clients but retaining them?

One reason is that people expect too much of themselves. They create expectations that are too high around how hard and how much time they have to exercise. In other words their intentions are good, their execution is poor.

This newsletter will present a simple rule, the 80:20 rule, that if followed, will help everyone be successful in achieving their fitness and life goals.

The 80:20 Rule for Health, Fitness and a Happier Life

We are not perfect creatures. We have imperfections. Some of these are real and some of these are perceived. One of those "perceived" imperfections is not doing what we should be doing 100% of the time. When it comes to exercising and following healthy guidelines, this is especially true. This is only a "perceived" imperfection because; it is unrealistic to expect anyone, even professional or Olympic athletes to follow their training and nutritional regime 100% of the time. Everyone, "falls off the wagon" at one time or another. The secret is not to stay off the wagon but get back on and ride it again. That is where the 80:20 rule comes in.



80:20 Rule

Follow healthy guidelines 80% of the time and go wild the other 20%. Give yourself permission to splurge and don't beat yourself up if you don't make a workout or eat or drink too much occasionally. You are what you think you are. Perspective is everything. A healthy attitude goes a long way to being a healthy happy person.

Did You Know

Challenging the Pareto Principle of the 80:20 Rule

Business consultant, Joseph Juran named the 80:20 principle after Italian economist Vifredo Pareto who in 1906 observed that 80% of the land in Italy was owned by 20% of the population.

The "Pareto Principal" also known as the "law of the vital few", states:

"For many events, roughly 80% of the effect comes from 20% of the causes."

However, when it comes to health and wellness this law needs to be reversed.

It is only common sense that you cannot abuse your diet, be idle (couch potato) or think negative thoughts 80% of the time and live a healthy productive life.

In business and economics the Pareto Principle may hold that 80% of your profits come from 20% of your clients up but with respect to your health and wellness you need to tip the balance the other way.

Perfect is not needed, but a 80:20 balance is.

Implementing the 80:20 Rule

Making Healthy Choices 80 % of the Time

Living a healthy lifestyle (eating properly, exercising regularly, thinking positively, resting sufficiently) 100 percent of the time is extremely difficult, if not impossible, and quite frankly, not all that much fun. Who doesn't like to have a pizza and a few drinks, lie on a beach and do nothing for a week, watch your favorite TV shows in the evening after a hard day at work or get stressed as an important work deadline approaches? The secret is balance, 80:20 balance. You can do all of the above as long as, over the long term, it only represents 20 % of your lifestyle.

Making changes in your life, especially in the way you live your life, is very difficult. We are creatures of habit and habits are hard to change, especially when the changes are sometimes perceived as unpleasant; eating carrots rather than French fries, using the stairs rather than an elevator, learning and utilizing time management techniques to make sure we get all our work done. The best way to implement change, any type of change, is to start out with small steps and allow yourself to adapt to a bigger change over a long period of time. Your chances of success will increase tenfold! If your lifestyle balance is more like 20:80 start by trying to make it 50:50 and then 60:40 etc, etc.

The key as you make these changes is to give yourself permission to fail. Expect failure, accept failure and move on. Past behaviour is water under the bridge. The only thing you can control is your behaviour going forward so focus on that in your attempts to follow the 80:20 rule.



10 Practical Applications of the 80:20 Rule for Health and Happiness

1. Two ways to be happier;
 1. Identify the times when you are happiest and expand them as much as possible (80%)
 2. Identify the times when you are least happy and reduce them as much as possible (20%)
2. Strengthen your Emotional Intelligence (ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately, and to use emotional information to guide thinking and behavior).
 1. Develop techniques to motivate yourself, and delay gratification.
 2. Learn to control/modulate your mood swings to keep distress from swamping your abilities to function productively.
3. Change the way you feel things about events/people. Find ways to think positive 80% of the time.
4. Change the way you think about yourself. Congratulate yourself. Celebrate the victories no matter how small. Love yourself.
5. See the people that you enjoy most (80%).
6. Exercise regularly (follow your exercise routine 80% of the time).
7. Treat yourself regularly (20% if it is an unhealthy treat).
8. Do a good turn.
9. Mentally stimulate yourself.
10. Be flexible.

