

Energy & Store
Development Conference

2013
E+Sd



THE VOICE OF FOOD RETAIL 

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2013

CORPORATE ATHELTE® COURSE

Presented by Rhonda Waters, M.Ed.

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**ENERGY MANAGEMENT
TECHNOLOGY**

COMPLETE THE MISSION!

HISTORY

- Sport
- Law Enforcement
- Medicine
- Business

Videos

Wild Boar!

US Air Flight 1549

“The physiological reaction I had to this was strong and I forced myself to use my training and force calm on the situation, I was sure I could do it. I think in many ways, as it turned out, my entire life up to that moment, had been a preparation to handle that particular moment.”

Captain Chesley “Sully” Sullenberger

US Air 1549

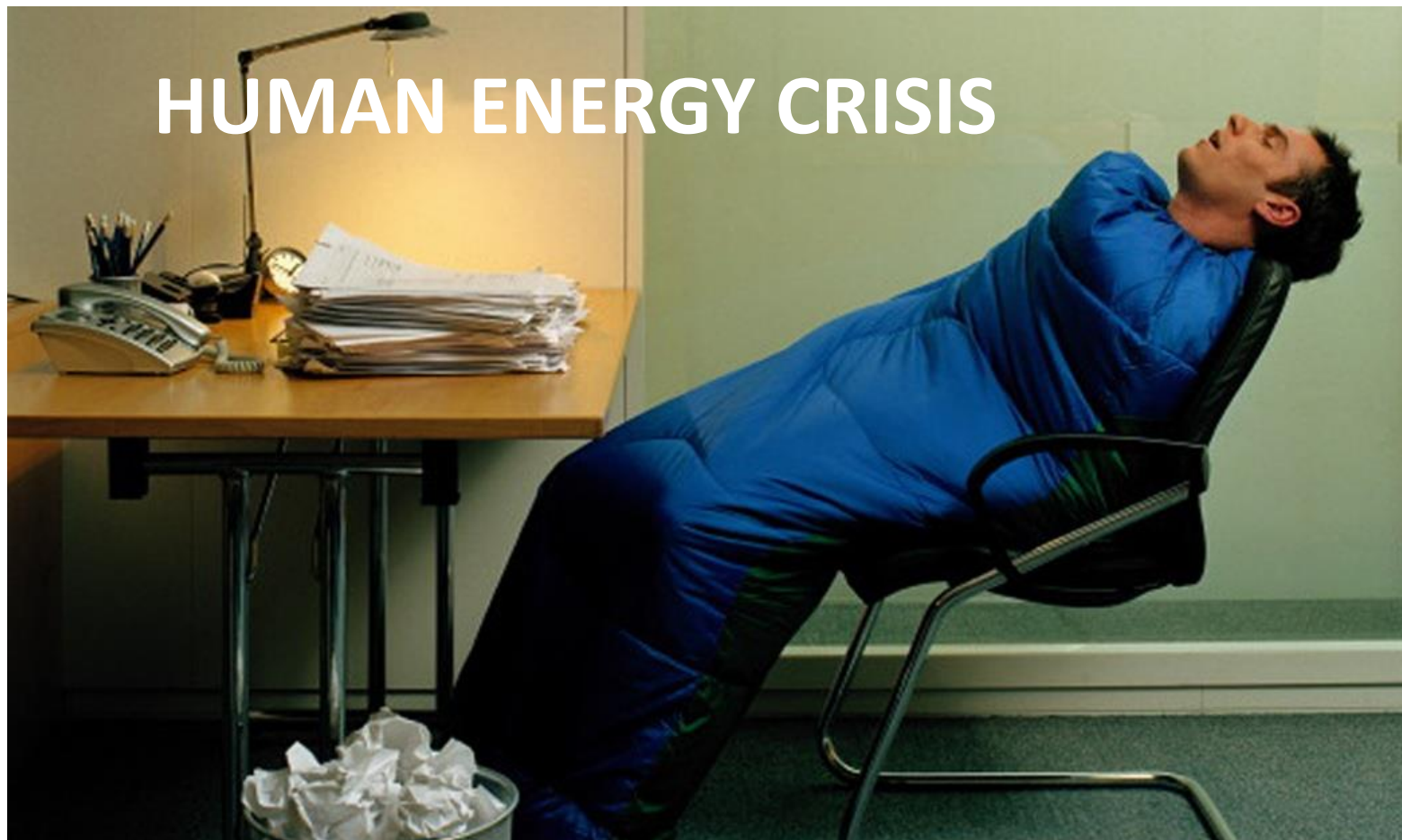


	PROFESSIONAL ATHLETES	CORPORATE ATHLETES
Training	90%	10%
Hours worked	4-6/day	8-12/day
Career span	7-10 years	30+ years

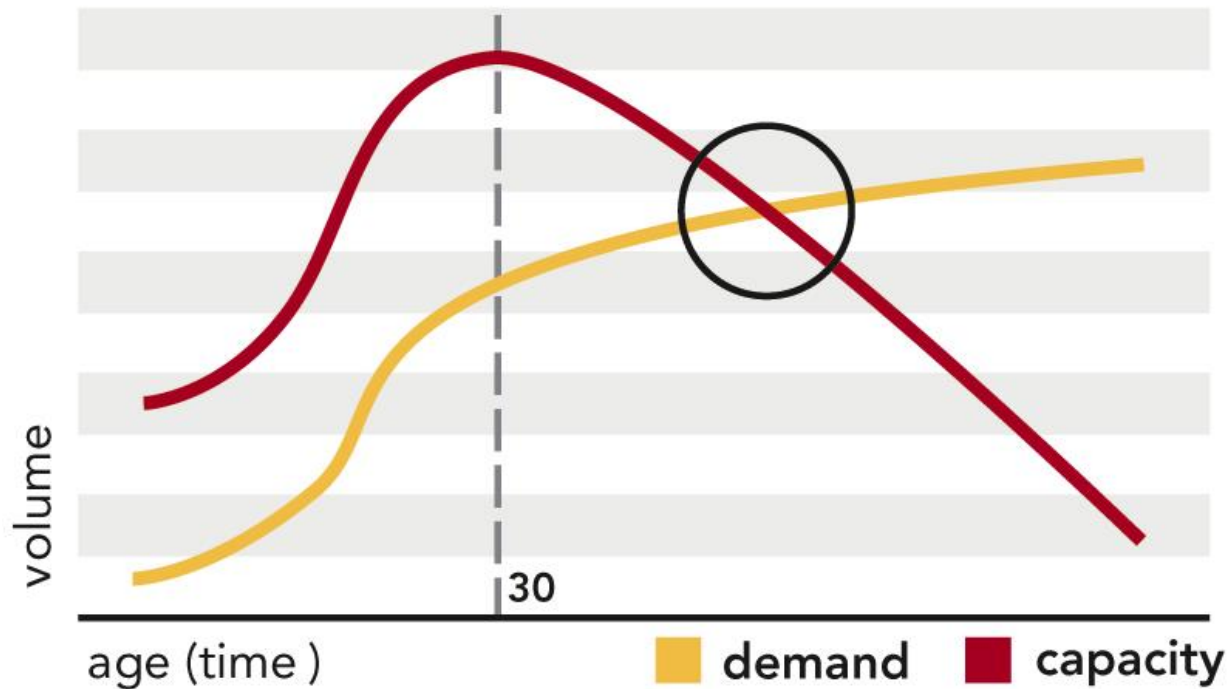
Corporate Athletes = Ultimate Athletes

Corporate Athletes Must Train!

HUMAN ENERGY CRISIS



DEMAND VS. CAPACITY CURVE



Paradigm Shift

Managing **ENERGY**, not just time, is the **KEY** to extraordinary results!

Exercise: Time vs. Energy

ENERGY IS FOUR-DIMENSIONAL

we develop



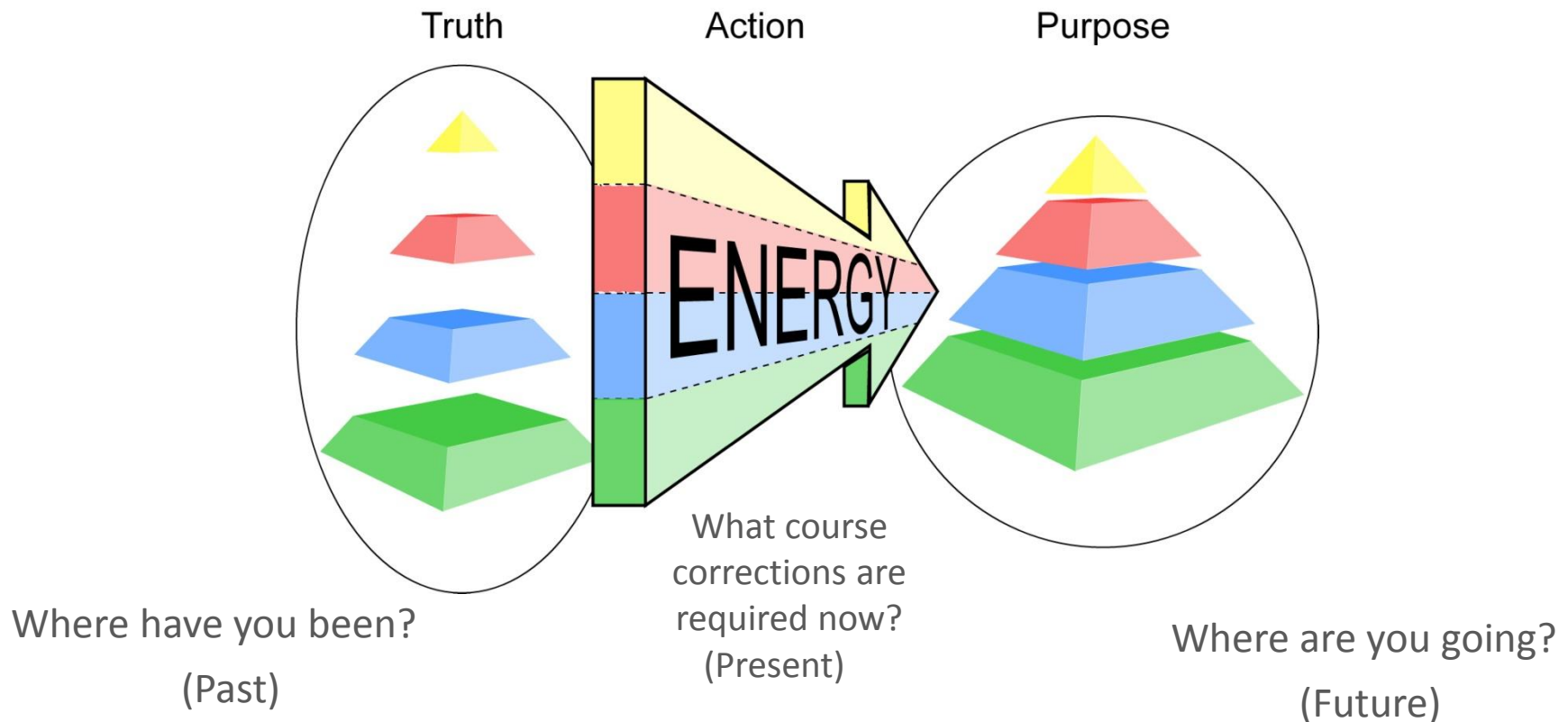
we become
extraordinary



FULL ENGAGEMENT

The *acquired* ability to *intentionally* invest your **full** and **best** energy, right here, right now.

The Pathway to Deepening Engagement



Defining Purpose

Ultimate Mission self-discovery questions:

- What legacy do you want to leave behind?
- How do you want people to describe you?
- Who do you want to be?
- Who/what matters most to you?

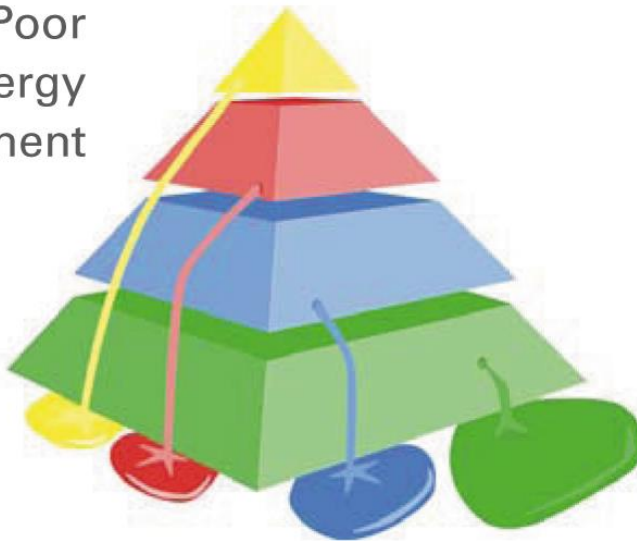
Ultimate Mission self-discovery questions:

- What are your deepest values?
- How would you define success in your life?
- What makes your life really worth living?

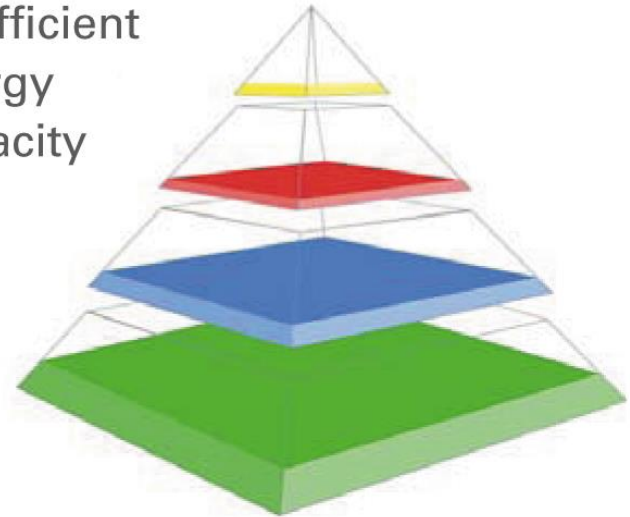
What is Your Ultimate Mission?

Barriers to Full Engagement

Poor
Energy
Management

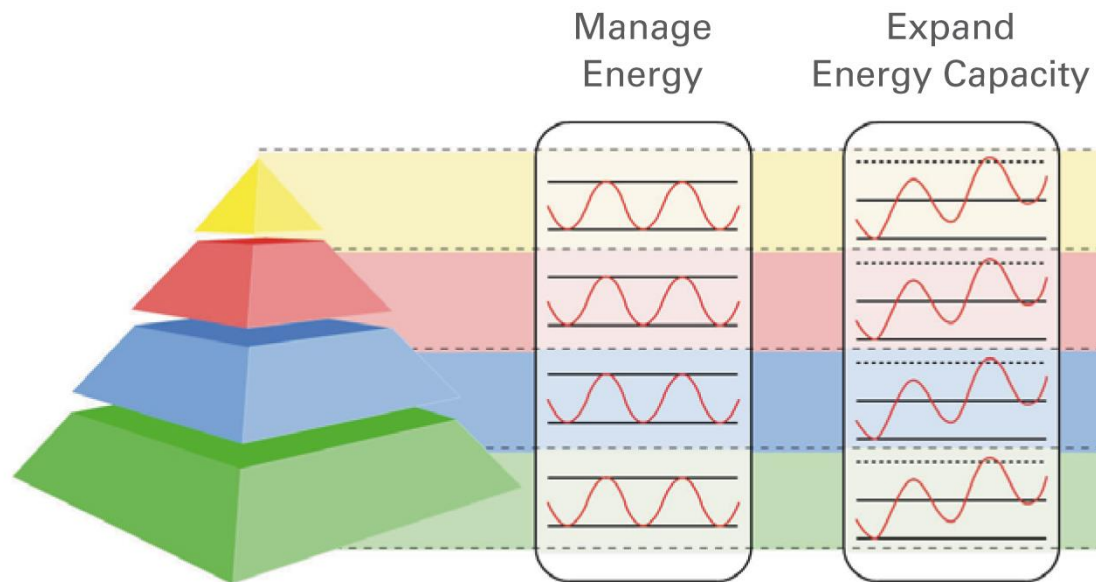


Insufficient
Energy
Capacity

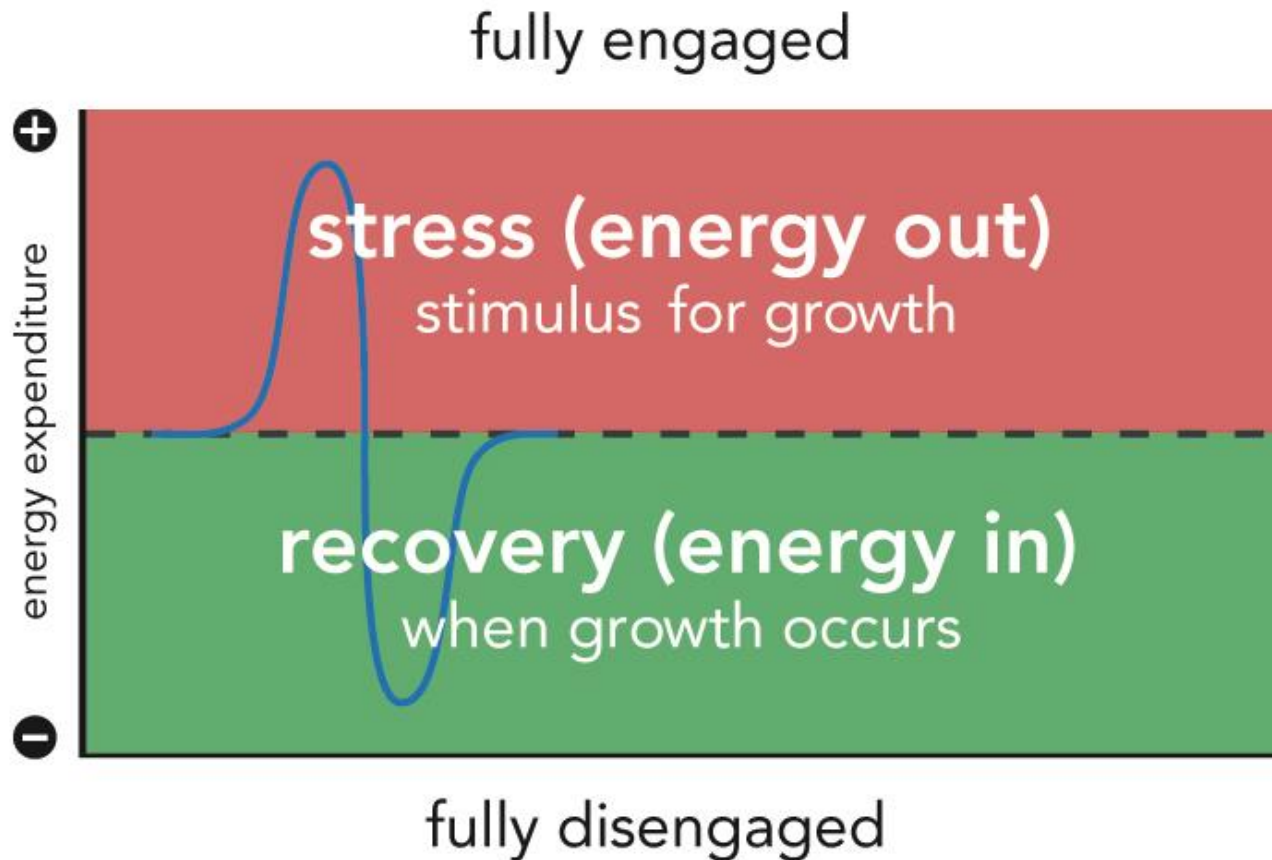


Solution

(in all dimensions)



To be fully engaged and complete the mission!



Sprinter vs. Marathoner Metaphor

LIVE LIFE IN A SERIES OF SPRINTS!



Who or what has been getting your energy?

Has your energy flow been aligned
with what you
want or value in your life?

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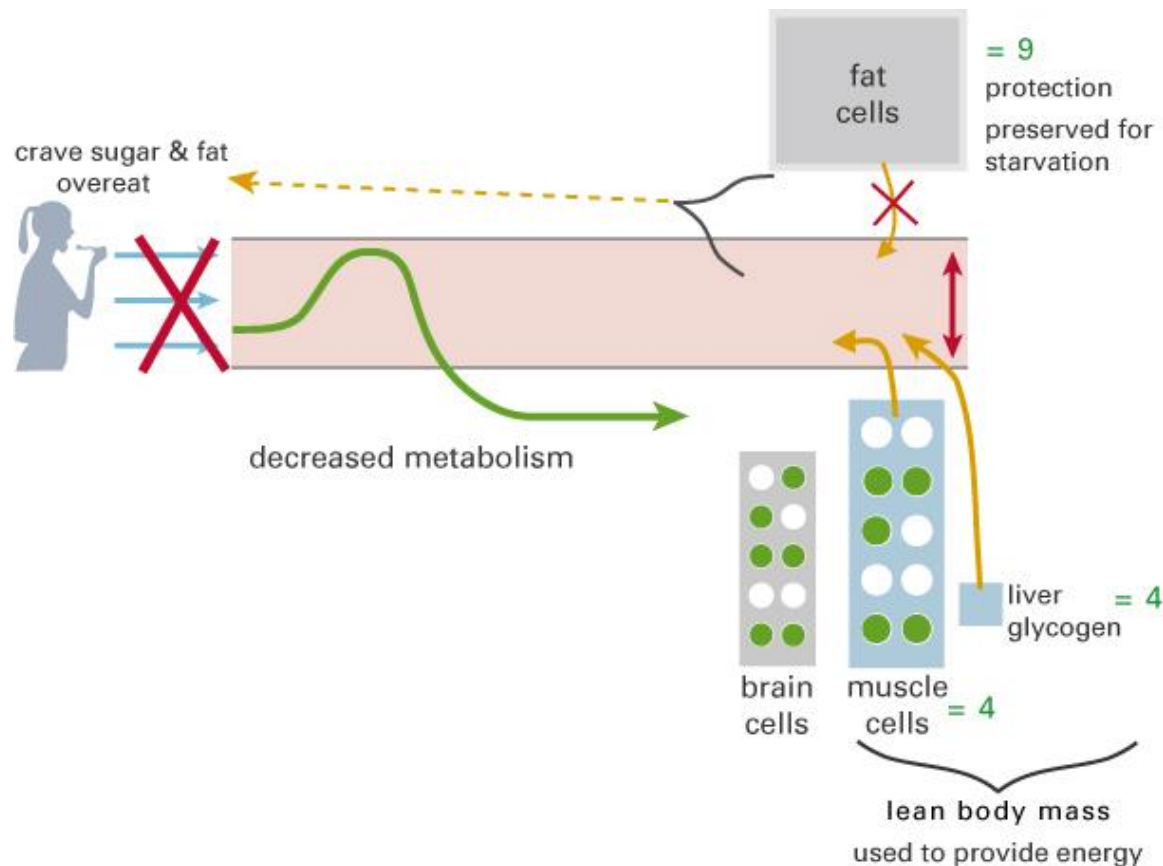
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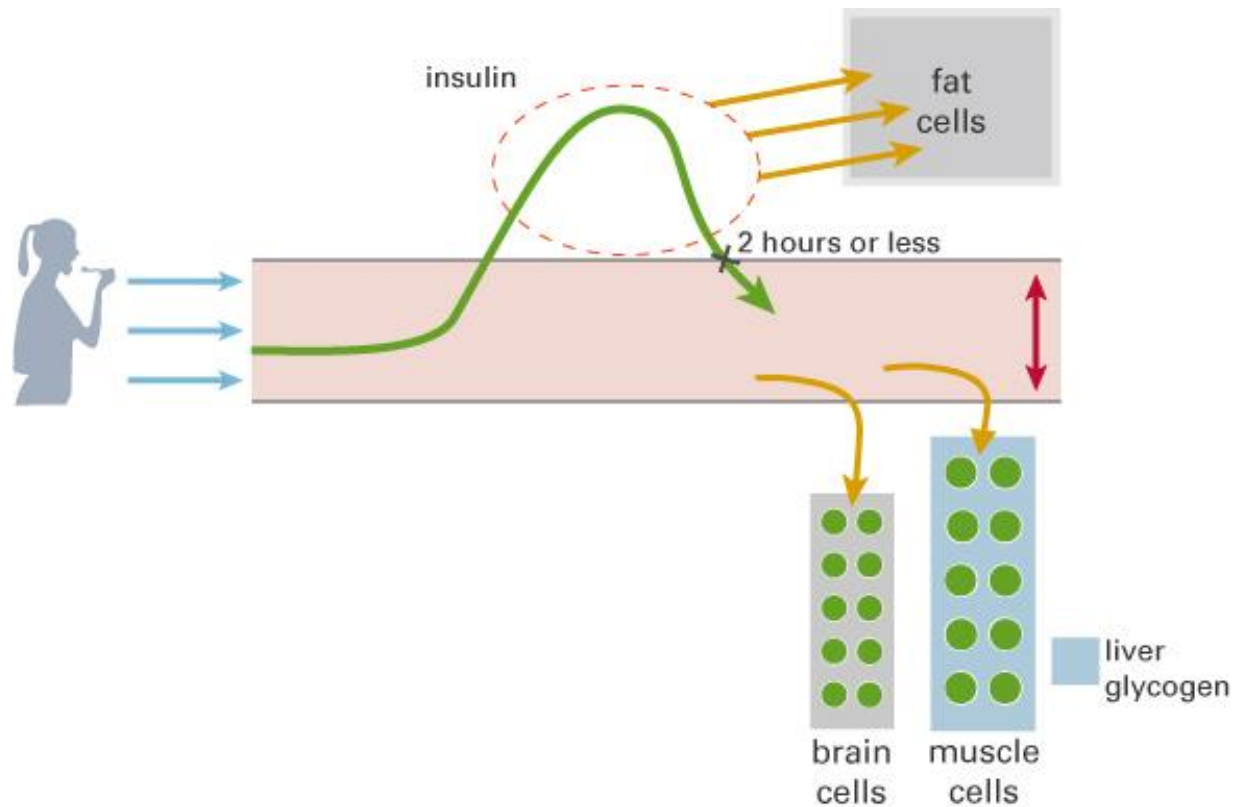
NUTRITION FOR ENERGY MANAGEMENT



DECREASED SUPPLY VS. DEMAND



INCREASED SUPPLY VS. DEMAND



Eat Light and Eat Often

Recommendation:

Eat every 3 hours +/- 1 hour

Never go more than 4 hours without eating!

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**MOVEMENT FOR
ENERGY MANAGEMENT**

Energy = Glucose + Oxygen



TYPES OF MOVEMENT



How often?

- Every 30-45 minutes: stretching and/or small movements
- Every 90-120 minutes: large movements

How much?

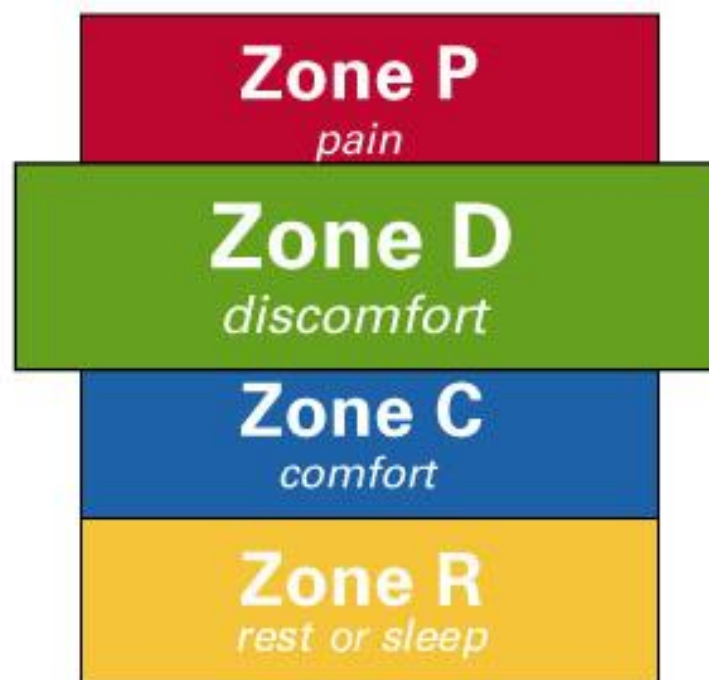
- 5-15 minute movement breaks
- Low to moderate intensity
- Some movement is better than no movement



Strategic Exercise

- Safe, effective & efficient
- Maximum improvement in minimum time
- Quality, not quantity
- Some exercise better than no exercise

ZONES OF INTENSITY



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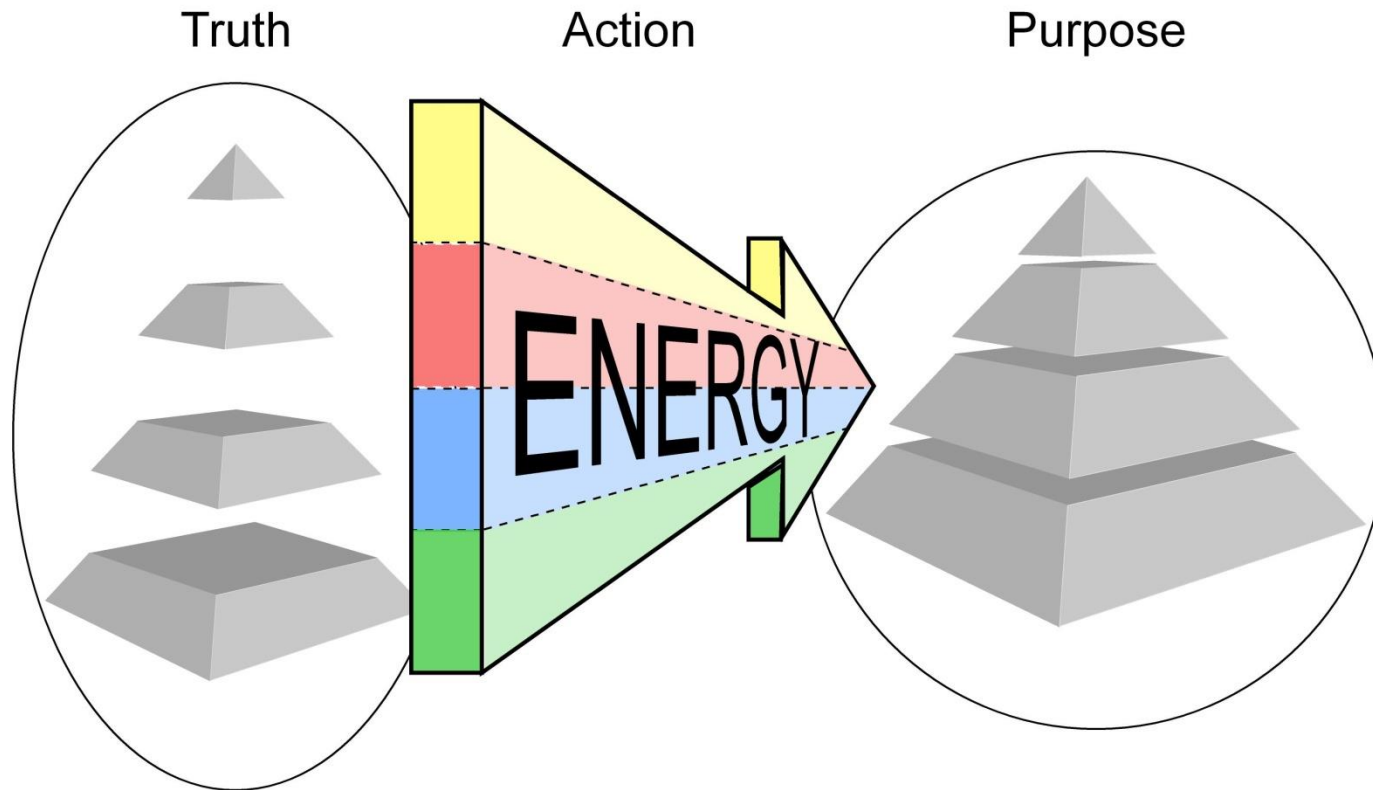
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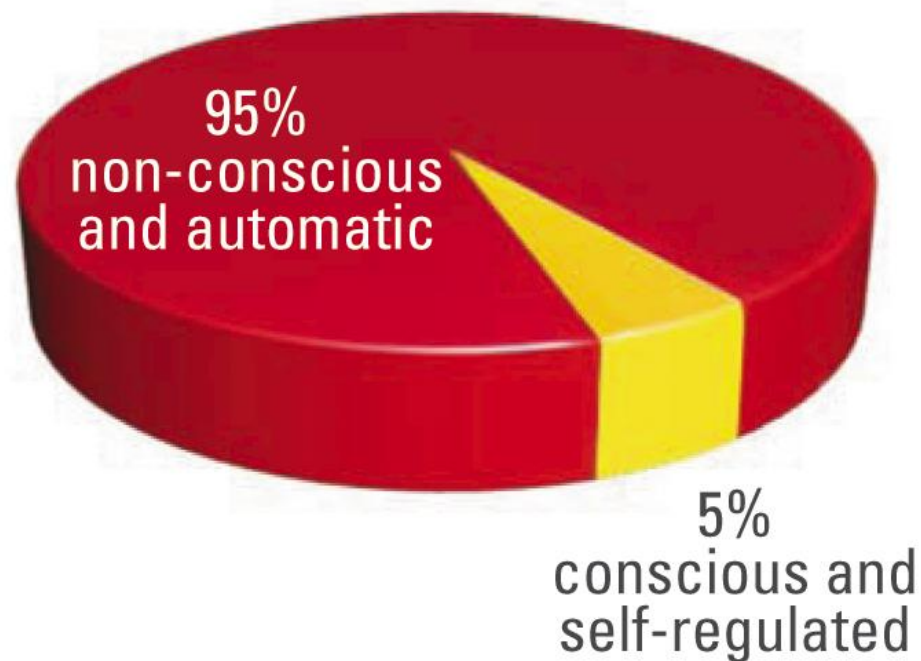
HABITS & RITUALS

*Who you are now is a consequence of
your past energy investments...*

**Who you are going to become will be
a consequence of your future energy
investments.**

Taking Action





We are creatures of habit and routine.

Habits

Non-conscious routines that
may or may not serve a mission

Rituals

Consciously acquired routines
that serve a mission

Time-specific Rituals

Example: Call home every day at 4:00pm to connect.

Situational Rituals

Example: When feeling impatient, stop and take 10 deep breaths before acting.

Tip: Create a ritual around an already existing habit to increase success!

NEVER SURRENDER

**I WILL COMPLETE
THE MISSION!**

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For more information, please visit:

www.corporateathlete.com