

Foreword

“When people are ready to, they change. They never do it before then, and sometimes they die before they get around to it. You can’t make them change if they don’t want to, just like when they do want to, you can’t stop them.”

—*Andy Warhol, Andy Warhol: In His Own Words*

THERE’S A PRICE TO PAY to be at the top. You’ve heard this before, but have you ever considered what this really means?

I’ve seen it many times — entrepreneurs and ambitious business people who don’t quite make it all the way. These people are exhausted from doing everything they think they have to do, and they’ve forgotten the basis of all prosperous life/businesses — taking good care of themselves. They’ve become their own worst enemy.

As a business leader you’re probably conducting your own juggling act — multi-tasking, managing too many things at once — with many who rely on your input and expertise. If you’re like most, you probably have a hand in every aspect of your business — from advertising, booking, sales, your network — in addition to your personal and family relationships.

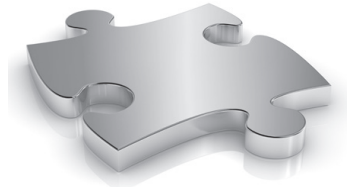
But Who Takes Care of You?

With all the responsibilities you have, it's easy to forget yourself — your own health — until it's too late.

If this sounds familiar, this book is for you. It will help you take the first step toward a healthy and fulfilling life.

This content is good for everyone. The goal is to make things as easy as possible. No difficult or expensive methods you have to commit to — just commit to yourself and take the steps one by one. Some of it will be easy, and some of it will be challenging. Self-work can be hard because you're dealing with your thoughts, your feelings and your body. (Although rare, if you start to feel anxious or scared, I recommend you seek professional help by your doctor or by a live coach.)

You spend so much time at work, and give so much to so many during your work-years — let them be happy, fun, meaningful, energetic, and healthy. Do this, and you'll do wonders in your work/company — and who knows, you might even change the world.



Introduction

"You'll never leave where you are until you decide where you want to be."

— *Unknown*

IT'S EASY to take good care of yourself, right? We're all "self-made" people. We have what it takes and we know what to do. With all the information out there on balance — how to work right, eat right, sleep right, love right, think right, walk right, talk right, exercise right . . . and the list goes on. We're all doing it right, right?

If so, then why are so many people depressed, stressed, in conflict in relationship, at work, even at play?

I think we've got it wrong. We talk about how much we've evolved over time, and in part, it's true. But for human beings to really be functional, satisfied — truly happy — I think we need to go back to the basics. Our brains seek stimulation, and our bodies need to move! Period. And we have to find models to help keep us on that track.

It's been said, that "All roads lead to Rome." I think this applies to regaining control of our lives as well. There are many ways to re-energize and fully participate in our own lives on all levels. My

method is clear and simple: commit to our “whole being,” and recapture our inner power which helps us navigate the turnstiles of life.

We must dare to be true to ourselves — to see ourselves as we really are, and then commit to who we know we want to be, and can most definitely be. We must dare to seek the “man in the mirror,” to truly understand we can’t change anyone but ourselves. It’s when we truly accept this notion, that we can make positive changes for the future.

“The Wheel of Life”

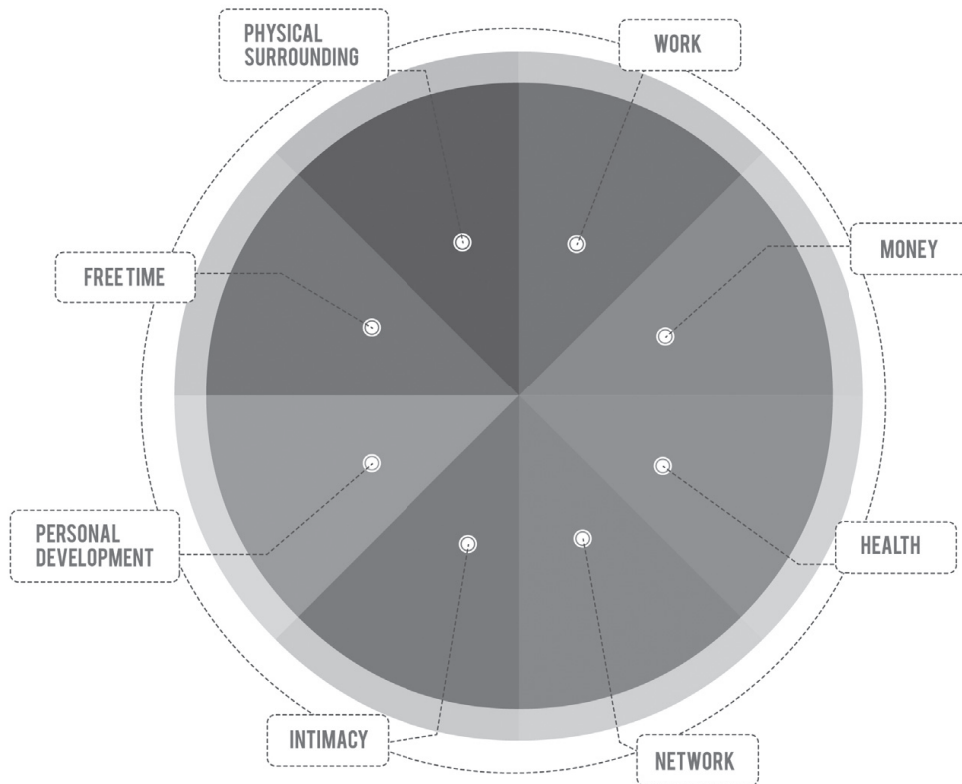
So how do you become the happy, healthy, prosperous leader you always dreamed you’d be?

And what’s the easiest way to get there? By recognizing the fact that you are a complex being. Together, you and I can identify what drives you as a person — physically, mentally, and spiritually.

I’ll show you how to tackle the issues you’re facing, and help you find a more holistic way of living. The eight-piece model I use is called the “Wheel of Life,” and it represents key areas, which together define you and illustrate everything that matters in your life.

The pieces are:

1. **Personal Development** — Who are you? You need to really get to know yourself to be able to know what you need and where you want to go. This includes mind, body, and spirit. It’s about identity. Knowing yourself also makes it easier to relate and communicate with your fellow human beings.
2. **Health** — Where are you on the health scale? How do you take care of yourself? This piece of the pie is divided into 5 sub pieces (sleep, diet, physical activity, stress and stimulators) to cover all issues. By the way, this piece is critical. In fact, I would say it’s the foundation for everything.



The Wheel of Life

3. **Work** — You spend at least half your awake time at work — most likely more. You need to find happiness in your work to make it worthwhile and to make a difference for yourself, the company and your costumers. Surprise! This also increases profitability.
4. **Money** — Money is not just about numbers, it’s also a lot about feelings. These underlying feelings may complicate our action in ways we don’t see if we don’t bring them to the surface. Gaining control about your current financial situation, as well as your attitudes about money will make a huge difference.
5. **Network** — We are pack animals. Having good, healthy networks will help you get the most out of your life — at work,

at home, in your community, and in the world, at large. Is your networking currently working for your good?

6. **Intimacy** — Without close human contacts your heart and soul will shrink. This is about the most basic of needs for a thriving life. If you are not seen for the good things you are and do you will seek attention in a negative way. This is about self-esteem.
7. **Free time/hobbies** — Work is important, but it doesn't define us entirely. Most leaders don't have too much free time, which makes it even more important that what you do in your free time helps your body, mind and soul rest. It's also about finding the little things in life that makes you feel good.
8. **Surroundings** — Believe it or not but where you live matters. There's a power in "place." This may seem odd when talking about being an effective leader, but it has its influences. Finding out your position and thoughts in this arena could be life changing, all the way around.

After you have answered a question or done an exercise it's important to reflect on your answer or result. Why did I give that answer? What do I want to continue? What can I do differently? What results do I want? And so on. If you do so, you can take big steps forward — with small means. I base my program on the idea that, if you can get basic control over each of these eight areas and do what's best for your mind, body and soul, you'll have the best conditions for excellent health, energy and prosperity. In fact, they will become second nature very soon.

To get the entire picture, read along as I share how I worked with my client, Eric. You can achieve the same results! His process will show you how you can. You may even see a bit of yourself in him, and the issues he's facing. If you commit to making changes,

which are never a “do it and done with it” deal — it’s a process — and if you focus on taking one step at a time, you can change your life. You just have to start.

Meet Eric

I met Eric the same way I meet most of my clients. He was being treated for lower back pain by a physiotherapist in a Health Care Center. During one of their sessions Eric broke down and let everything out. The physiotherapist referred him to me and we had a short “get-to-know-each-other” talk by Skype and agreed to start a program.

Here’s his story.

Eric, 45, is an IT-technician who has worked for the same technology company for 15 years. For the last five, he’s managed a team of 25 and in the last year, the team has moved from being almost “perfect,” to failing. Upper management is concerned, the customers are complaining, and increased discord among team members has turned coffee-breaks into toxic “complaint corners.”

The stress factor is skyrocketing — with no time for reflection. He’s avoiding interaction with his colleagues and team, is becoming forgetful, missing critical meetings and feels like he doesn’t have the energy to face the snowballing issues in front of him. To complicate matters, he’s had no time for physical activity, something he used to engage in on a regular basis, and when he gets the chance to eat, it’s junk food and generally at the wrong time, so he’s gained a lot of weight, and his muscles are painfully stiff. Because his work involves evening meetings, he has begun to drink more alcoholic beverages which compound the fact that he’s not sleeping well as he lays awake for hours thinking about the problems at the office.

It’s not just problems at the office now either. His irritability has made him a challenge to be around so his wife of 40 years, Karin, is

becoming increasingly distant, and he rarely sees his two children — ages 11 and 13. Although this is definitely not what he wants, he has no idea how to change it — how to start taking care of himself. He wants to feel better and do a better job at work and with his family, but he feels like the whole situation is slipping out of his hands.

At his last health check-up, the doctor noted that his blood pressure was slightly raised. He had been on medication for hypertension in the past, and diabetes runs in his family. He's overweight, fatigued, isolated and more. By the time we meet, he feels hopeless and, quite frankly, scared.

So we begin my program:

Dr Annika's Work Model:

First sessions with me consist of a full day in-person workshop. During the workshop-day we eat healthy meals to show as an example and we do at least one "Walk & Talk" session. About a week prior to the session, you receive an e-mail link for a personality and motivational assessment created by Ensize. It takes about 25 minutes to complete the questions. We set a date for our initial session, often held at my office, where we review the assessment and set the road forward. I advise people to move out of their usual surroundings for work like this for three reasons: the usual distractions can't occur (e.g. people stopping in and disrupting the flow, memories, environmental stressors, etc.); you get away from the "history sitting in the walls" which might prevent you from seeing the whole picture about yourself — it can be quite emotional; and finally, it's private.

Five subsequent sessions are held via Skype, each around 2 hours. We glance at all pieces of the wheel of life every time, but dive more deeply into the most critical pieces, depending on the individual and where they are in the process.

The sixth and final two- to four-hour wrap-up session usually is in person at my office. We summarize key successes, and lay out a strategy for the next 12 months. Sometimes I continue to “hold hands” on the journey; sometimes the client embarks on his or her own.

Content: To identify any problems and determine where you want to go, you first have to get to know who you are and where you are. I see four pieces in this:

1. Personality type — what are your motivations, what is your communication style? This is not a deep psychological analysis, and it’s not an intelligence test — it’s about who you are, and how you interact with others.
2. Life Circumstance — what is your current station in life? What’s your environment?
3. Lifestyle — how do you take care of yourself today, and how you plan to in the future?
4. Health — what are the hard facts about your health today — diseases, weight, height, waist measure, etc.?

When done with this you may answer the following questions:

- ◆ What do you actually win if you change the situation and behavior?
- ◆ What do you win staying behind in the same situation and behavior?
- ◆ Do you really want to change it?
- ◆ What different story would you like to tell ahead when dealing with your capability and your value?

Depending on your answers, you’ll know if you really are ready for a change. You are the only person able to change your life! You

picked this book for a reason, so no matter how you're feeling about a change right now — whether you're ready to go, or just testing the waters, you may benefit from the information I'm sharing. Read the chapters you find most interesting. What do you have to lose?