

THE EXECUTIVE ADVANTAGE

ELEVATING HEALTH & PERFORMANCE

6



STEPS TO
BUILD A BODY
FOR LIFE

BETTER
FOCUS

ENJOY LONG
LASTING
ENERGY



WELCOME TO THE THE EXECUTIVE ADVANTAGE

Let's cut to it, executive life after 40 is intense. Long hours, endless decision-making, constant pressure to perform.

Your health? Usually sacrificed at the altar of business success.

But here's what elite performers know: you can't scale a business if your body is breaking down.

Between work, family, and everything else life throws your way, finding time to focus on your own health can feel like one more thing on a never-ending to-do list.

But here's the truth: investing in your health now is essential for your career and your future.



Gavin Walsh

FOUNDER & HEAD
COACH

WHY YOUR HEALTH FUELS YOUR FUTURE



Fast forward 20 years. Travel, family, legacy. You've built the life.

But will you have the energy to enjoy it?



Here's the kicker: if your health isn't optimized now, your performance suffers today and your future freedom disappears.



This guide helps you build the strength, stamina, and focus to lead at the top—and stay there for decades.

Peak performance starts now.



Longevity is the ROI.



This isn't about six-packs or fad diets. It's about building physical and mental resilience to power through investor meetings, late-night flights, and complex decisions without crashing at 3pm or needing four coffees to survive your day. This guide was designed for leaders like you. Time-poor. High-performing. Ambitious.

It's your executive playbook to reclaim energy, sharpen focus, and future-proof your performance with systems that fit into your calendar, not compete with it.



At Body Fixers, we help business leaders over 40 transform their body and mind.

We design a realistic, results-driven plan tailored to your demanding lifestyle, focusing on time efficient exercise, smart nutrition, and sustainable performance habits. All backed by 24/7 accountability and expert support.

Curious how we've helped hundreds of high-performing men achieve this?

[Click here](#) to schedule your Executive Lifestyle Review.

AS FEATURED IN

Men's Fitness

The Guardian

London Evening Standard

Men's Health

THE  **TIMES**

Women's Health

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YOUR EXECUTIVE ENERGY AUDIT

If you were running a company with failing systems, you'd run a performance audit. Your body is no different.

This quick check-in helps you benchmark the health metrics that directly affect your daily performance: energy, focus, sleep quality, and recovery speed. No fluff—just what matters.

- **Energy Levels**

How would you rate your daily energy, on a scale from 1 to 10? Are you feeling fired up, or are you dragging by noon?

- **Sleep Quality**

Are you getting a solid 7-8 hours most nights, or is your sleep hit-or-miss? Quality sleep is a game-changer for energy and focus.

- **Daily Movement**

How often are you moving throughout the day? Even simple things like standing up every hour or going for short walks add up.

- **Stress Check**

What's your current stress level, 1 to 10? And are you taking any steps to manage it, like short breaks, breathing exercises, or walking?



Once you've got an honest look at where you are, pick one area that you'd like to improve. Maybe it's getting better sleep, moving more, or finding small ways to manage stress.

This isn't about doing it all at once; it's about making the first step manageable.

Pro Tip: Use this health snapshot as a benchmark. We'll come back to it later to see what's changed and celebrate those wins.



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Dan After

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TACTICAL WINS

FOR HIGH-STAKES DAYS

#1 START WITH WATER

Begin your day with a big glass of water. It sounds simple, but dehydration is a sneaky energy zapper.

Before that first coffee, give your body what it actually needs to wake up and keep yourself topped up to avoid that 3pm energy slump!



#2 MOVEMENT BREAKS

Aim to stand up and move around every hour.

Even just a minute of stretching or walking can wake you up and help avoid the dreaded afternoon slump.

If you're on a call, pace a bit. Simple movement = better focus.



#3 NATURAL LIGHT

First thing in the morning, try to get outside or at least near a window.

Exposure to natural light can boost your mood, improve focus, and help regulate your body's sleep-wake cycle.

Five minutes outside with your coffee can make a surprising difference in your energy levels.



QUICK WIN: MORNING MOVEMENT

If you're able to carve out some time in the morning, a quick workout can set you up for success all day.

Whether it's a brisk walk, a gym session, or some stretching, getting your workout done early gives you that feel-good boost before the family wakes up and the world kicks into action.

Plus, you're less likely to skip it if it's already checked off your list earlier in the day.

Pro Tip: Lay out your workout clothes, shoes, and any equipment the night before. By having everything ready, you remove one more obstacle between you and your morning movement—making it that much easier to start your day strong. Plus, seeing your gear waiting for you is a great reminder of the commitment you made to yourself.

HIGH PERFORMANCE NUTRITION ON AUTOPILOT

Forget calorie counting or extreme clean eating. Executives need food that supports high-pressure decisions, late nights, and global travel without crashing blood sugar or killing productivity.

Your 3 Core Rules:



PRIORITY PROTEINS

Start every meal with a lean protein source (steak, chicken, eggs, Greek yoghurt).



FAT FOR FOCUS

Avocados, nuts, and olive oil support cognitive performance.



HYDRATION DOMINATION

Front load your water intake during the day to avoid the 3pm slump.



QUICK WIN: PLAN AHEAD FOR SUCCESS

Identify 3 “go-to” meals (home, travel, office) you can default to.

The less you have to think, the better you'll eat.

Pro Tip: If you work from home often, try meal delivery services such as Frive (UK based) or Trifecta (US based) to get healthy meals delivered to your door step.

TIME EFFICIENT

FITNESS



STRENGTH, NOT SWEAT

You don't need to train like an athlete, you need to move like a strategist. Strength training not only improves posture and muscle, but also mitigates cortisol and keeps your metabolism sharp.



HERE'S YOUR TIME-BOXED PLAN

Getting your strength workout done first thing means you've already won the day, even before your first meeting. A 10-20 minute circuit in the morning boosts energy, builds strength, and sets a positive tone.

- 10-20 min sessions, 3-4x/week
- Bodyweight circuits + resistance bands (Graduate to dumbbells when ready)
- Morning fasted training = high ROI on time & energy

Pro Tip: A 10-20 minute circuit won't put you on the cover of a glossy magazine, but it will build momentum and improve the consistency of your workouts. And who knows, a few months from now, you might find that you do have more time to workout.



MINI CARDIO BOOST

Short bursts of cardio sprinkled throughout the day keep your heart healthy, boost energy, and break up long stretches of sitting. And the best part? You can fit these in while doing work tasks.



WHAT TO DO

Here are some examples:

- **Walk-and-Talk:** Have a business call? Take it on the go and turn it into a brisk walk.
- **Colleague Catch-Up:** Instead of sitting for a quick meeting or catch-up, suggest a walking meeting or even a short jog together at during lunch if that's your style.
- **Break the Day with Stairs:** If you're between tasks or calls, hit the stairs for a few minutes. It's an excellent cardio boost.
- **Quick Burst:** If you're on time try jumping jacks for 60 seconds to shake off the mid-afternoon slump.

Pro Tip: Look for any excuse to add movement, no matter how small. It all adds up and keeps you energised for those busy days.



MOBILITY MOVES

Sitting all day can lead to stiffness, poor posture, and that dreaded “tech neck” (the hunch from looking at screens). As we get older, mobility and good posture become more important for staying pain-free and avoiding the hunched look that creeps up on us.



WHAT TO DO

Keep your joints and muscles feeling good with desk-friendly moves you can do anywhere:

- Neck Rolls: Relieves stiffness from sitting.
- Shoulder Rolls: Helps relax and improve posture.
- Standing Toe Touches: Loosens hamstrings and lower back.

Pro Tip: Think of these as your “mini refreshes” during the day. They help you stay mobile, improve posture, and keep you from feeling stiff, so you’re ready for whatever the day throws your way.

EXECUTIVE RECOVERY PROTOCOL

Getting enough sleep and managing stress isn't just nice-to-have—it's essential for clear thinking, a strong immune system, and balanced energy. When you're rested and less stressed, you show up better in all areas of life.

THE CORTISOL CONNECTION

When you're stressed or not sleeping well, your body releases more cortisol, the "stress hormone." Cortisol isn't all bad—it helps keep you alert in high-pressure situations.

But too much of it, especially from ongoing stress or lack of sleep, can leave you feeling wired yet tired, and it can set off a chain reaction the next day:

Energy Dips and Brain Fog: Elevated cortisol can drain your energy and leave you mentally sluggish, making it harder to focus and perform at your best.

Cravings for Sugar and Carbs: Cortisol spikes can make your body crave quick energy sources, like sugary snacks and carbs. This often leads to that mid-afternoon hunt for something sweet, which only fuels more cravings.

Mood Swings: High cortisol can affect your mood, making you feel irritable or easily frustrated. When you're running on empty, even small stressors can feel overwhelming.





BETTER SLEEP, BETTER DAYS

Create a Bedtime Routine

Just like winding down kids, adults benefit from a pre-sleep routine too. Aim to power down your screens at least 30 minutes before bed, dim the lights, and do something relaxing like reading, stretching, or a few minutes of deep breathing. These calming activities signal to your brain that it's time to relax, making it easier to fall asleep and stay asleep.

Consistent Bedtime

Going to bed and waking up around the same time every day (yes, even on weekends) helps regulate your internal clock, which can make falling asleep and waking up easier. This rhythm allows for more refreshing, uninterrupted sleep, helping to keep cortisol levels in check.

Limit Caffeine and Alcohol

Enjoy your coffee, but keep it to the morning. Caffeine stays in your system for hours, so drinking it late in the day can disrupt sleep. And while alcohol might help you relax initially, it can interfere with deep sleep, impacting rest and recovery.

SIMPLE STRESS BUSTERS

Breathe to Reset

Breathing exercises, like the 4-7-8 technique (inhale for 4 seconds, hold for 7, exhale for 8), help calm your nervous system. A few rounds of deep breathing before a big meeting or after a long day can be surprisingly effective at reducing cortisol and calming your mind.

Take Micro-Breaks

Breaks don't have to be long to be helpful. A 5-minute stretch, a quick walk, or even just stepping outside for fresh air (without your phone) helps reset your focus and lower stress. These small breaks release physical tension and give you a mental refresh, helping to reduce cortisol spikes throughout the day.

Celebrate Small Wins

Taking a moment to acknowledge small accomplishments gives you a mental boost, reduces stress, and helps you stay motivated. It's easy to overlook your progress, but recognising small wins can keep you moving forward with a clearer, calmer mindset.





QUICK WIN: PRIORITISE SLEEP AND STRESS RELIEF

Start small. Pick one habit for sleep (like a bedtime routine) and one for stress (like a breathing exercise) and make them non-negotiable.

These small but powerful practices reduce cortisol, improve energy, and help you feel more balanced and focused.

Pro Tip: Treat these sleep and stress habits as high-priority, just like any important meeting or task. Better sleep and less stress aren't just nice-to-haves; they're essentials for your health, focus, and performance.

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THE CEO'S FOCUS FORMULA

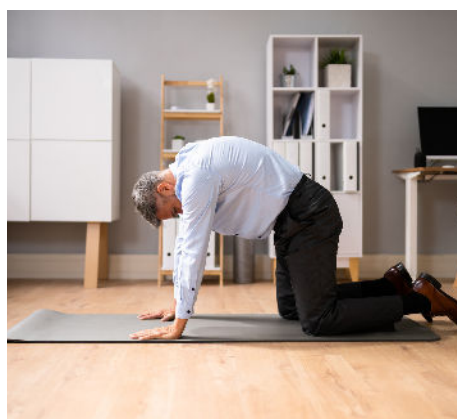
Staying sharp isn't about working harder; it's about working smarter. When you're juggling a lot, it's easy to end up overwhelmed and unfocused.

Building a few quick mindfulness habits can help you stay clear-headed, productive, and resilient throughout the day.



POMODORO

Work for 25 minutes, then take a 5-minute break. Repeat four times, then take a longer break. Quick bursts keep your brain fresh and focused.



MINDFUL MOMENTS

Between tasks, take a few breaths or stretch for a minute. These moments reset your focus and prevent burnout.



BRAIN DUMP

Before bed, jot down tasks or thoughts to clear your mind. It helps you unwind and sets you up for a productive tomorrow.



QUICK WIN: SINGLE-TASK, DON'T MULTITASK

Multitasking might feel productive, but it actually divides your focus, making it harder to complete tasks efficiently.

Studies show that trying to juggle multiple tasks reduces the quality of your work and leaves you feeling more mentally drained.

Instead, single-tasking, focusing on one task at a time helps you work smarter, not harder.

Pro Tip: Block out focus time in your calendar and silence notifications during those blocks. Protecting time for deep work pays off.

BUILDING A ROUTINE

THAT WORKS FOR YOUR EXECUTIVE SCHEDULE

It's tempting to think you need a complete lifestyle overhaul, but big changes often don't stick. The good news? Small, consistent efforts add up quickly.

This chapter is all about finding a routine that fits into your life, so it's easy to stay on track and build lasting habits.

#1 START SMALL, STAY CONSISTENT

Choose one habit to start with—maybe it's a morning workout, cutting back on sugar, or drinking more water.

Once that feels like second nature, add another. Consistency is key here.

It's better to do small things every day than big changes that only last a week.



#2 TRACK YOUR WINS

Keeping track of progress, no matter how small, is a powerful motivator.

Whether it's a quick note on your phone, a journal, or even checking off a calendar, recording these "wins" helps you see just how far you're coming, bit by bit.

And remember to celebrate—even the smallest victories keep your momentum strong.



#3 BUILD IN FLEXIBILITY

Life happens. Travel, work projects, and family obligations are part of the deal.

The trick is to adapt without feeling like you've failed. If you miss a workout or grab a less-than-healthy lunch, no big deal. Just get back on track as soon as you can.

Flexibility makes a routine sustainable and keeps you moving forward.





QUICK WIN: A SAMPLE ROUTINE

Here's a simple template to get you started. Feel free to adjust it for what works best for you!

- **Mornings:** Hydrate, do a quick workout or stretch, and get some natural light to set your energy for the day.
- **Midday:** Take a short walk or stretch during lunch, and enjoy a balanced, energising meal.
- **Afternoons:** Try a 5-minute movement break, and use mindful moments to reset between tasks.
- **Evenings:** Wind down with a screen-free routine and jot down tomorrow's top priorities.

Pro Tip: Don't expect overnight transformation. It's all about small, sustainable changes that build up over time. This is a marathon, not a sprint, and you're already making progress by sticking with it.

TAKE IT TO THE

NEXT LEVEL

Congratulations! You've just taken the first step toward a healthier, stronger future!

Building high performance habits that fit into a busy life isn't always easy, but every small effort you make is an investment in yourself.

WHERE TO GO FROM HERE...

- **Remember:** It's all about consistency, not perfection. Pick one or two high leverage habits from this guide and start there. Small wins add up over time, and the results will follow.
- **Look Back:** After a few weeks, revisit the audit. Notice any changes in your energy, focus, or mood? Celebrate that progress, no matter how small, you're moving forward.

READY FOR MORE?

If you're looking for more guidance or want a plan tailored just for you, check out the next couple of pages!





RESULTS THAT LAST A LIFETIME

Ready to perform at your best, inside and out? Our coaching has helped hundreds of men elevate their health, energy, and performance.

Our coaching covers fitness, nutrition, lifestyle habits, and most importantly accountability.

If you need expert guidance, unwavering support, and the occasional tough love to stay on track, tap the button below to learn more.

- ✔ Physical & Mental Sharpness
- ✔ Better Productivity
- ✔ More Confidence
- ✔ All-Day Energy

AND IT GETS EVEN BETTER...

- ✔ A proven blueprint - no more guesswork!
- ✔ Weekly action plans
- ✔ Elite coaching to help you through the rough spots
- ✔ Much needed accountability

FROM BURNED OUT TO BULLET PROOF



A 12-WEEK CASE STUDY

Meet Chris, a company principal who's no stranger to the pressures of a high-flying career.

Over the years, stress and poor sleep took their toll, and despite regular cardio, the weight kept creeping up.



THE CHALLENGE

Age: 63

Goal: Sustainable weight loss, overall health improvement, more energy.

Work Background: Company Principal, high-stress days, frequent meetings, regular international travel.

Health Background: High stress, poor sleep, gradual weight gain, regular cardio exercise, previously high alcohol consumption (recently reduced), very little water intake.



THE PLAN

Nutrition:

- Simple and straightforward.
- Three meals and one snack a day.
- Focus on portion control and smarter food choices, even when eating out (Farmer J was a favourite).
- 2 litres of water every day.
- No evening snacks.

Exercise:

- Simple bodyweight exercises and resistance bands.
- **First 4 weeks:** 3 bodyweight workouts and 1 mobility routine.
- **From week 5:** Introduced resistance bands to the workouts, gradually increasing workout difficulty to build muscle and burn fat.
- **From week 9:** Introduced a 4th workout and a split routine of upper/lower.
- Chris kept up with his weekend walks with his pups and cycling to and from work while in the City during the week.

THE RESULTS

In just 12 weeks, Chris lost 30 lbs (14kg) and several inches from his waistline! But the benefits didn't stop there...

He gained more energy, improved mobility, and a boost in confidence, spurred on by those wonderful "Have you lost weight?" comments from friends and colleagues.

Plus, Chris' workout time has become a valuable escape from work-related stress, providing a much-needed mental break!

THE FUTURE

Moving forward, Chris is continuing with the coaching as he enjoys the accountability and (most of the time) the workouts.

He's also adopting new habits, like a digital detox in the evenings, to improve his sleep and overall well-being.

And yes, further weight loss is on the horizon, driven by his newfound energy and healthier lifestyle.

Most importantly, Chris has found a sustainable routine that fits seamlessly into his life.

Chris' story is a testament to the fact that with a bit of dedication and the right plan, anyone can achieve their health goals.

It's not about drastic changes, but about making smarter choices and sticking with them.

If Chris can do it at 63 years old, so can you!

REQUEST YOUR FREE LIFESTYLE REVIEW

If your energy, focus, and fitness have taken a backseat to your career, it's time to recalibrate. Schedule a free Executive Lifestyle Review and take the first step toward peak performance.

In this session, we'll assess where you are now, identify key areas for improvement, and give you tailored recommendations to help you regain control of your health.

No sales pitch. No pressure. Just valuable insights to help you perform at your best.

If you decide you'd like expert guidance in putting these strategies into action, we can discuss whether coaching might be the right fit for you and what it would look like.



Gavin Walsh
FOUNDER & CEO

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