



You'd be crazy not to call these guys!

How to Become a

HEALTHIER, MORE PRODUCTIVE BUSINESS LEADER

In 5 Steps

TRUTH[®]

CAMERON HARRIS



Hey, I'm Cameron

I founded TRUTH® in 2017, twelve years after I first qualified as a personal trainer. I have been in the fitness industry for 19 years. I have seen it all, from being a personal trainer green behind the ears working in David Lloyd's and Bannatyne's to operating my gyms and back again.

One of my lowest points was the stress and frustration I experienced working inside other people's studios. They were dirty, uninviting places. The personal trainer was consistently charged a fortune to hire a small space in the corner. My clients deserved more.

Building my client base in Shoreditch, I noticed an issue, a big issue within the fitness space. The business owners and c-suite execs that were now my clients weren't getting results; they also didn't like working out in dingey warehouses.

After 18 months of asking my client many questions, I began to understand the problem. They were getting in the gym twice weekly, and more was needed to achieve the desired results. These guys were running teams, travelling all the time, they drank too much, and their sleep was terrible; they needed more.

When I secured exclusive rights to run our gym from The Devonshire club in the square, I began to build a team and a client base of highly successful business owners and c-suite execs.

Fast forward five years, the insanity of Covid; TRUTH[®] is now the UK's leading expert in helping business leaders to transform their health in just six weeks.

The E-Book will give you the process we have used to help 400+ of the UK's business elite to live healthier, more confident lives.

BECOMING A HEALTHY BUSINESS LEADER

As a business leader, your health and well-being are critical to success. You can become a more productive, focused, and successful leader by prioritising your physical and mental health.

"I've been called a great leader because I take a holistic approach to develop a leader as a whole person. A leader's physical and mental health have a measurable impact on their organisation's overall performance. Companies led by marathon-running CEOs are 57% more market profitable than those led by CEOs who play golf. And a CEO that sleeps less than 6 hours for two nights straight suffers a 12.1% drop in performance that will be sustained for six days even if they catch up on their sleep on night 3. The science of leadership performance is getting more accurate all the time. If you want to be a great leader, don't follow me; follow the science."

Dr. Corrie Block is a globally recognised business strategist, author, speaker, and Professor of Strategic Management at Monarch Business School, with over 25 years of experience working on more than 150 companies.



DR. CORRIE JONN BLOCK, PHD, DBA

BECOMING A HEALTHY BUSINESS LEADER

In just five simple steps, you can transform your health and become a healthier, happier, and more successful leader.

As a busy business leader, you likely face many challenges that can affect your health and well-being. You may feel like you're constantly on the go, juggling multiple responsibilities and struggling to find the time. The pressure to reach the next goal, the next level, can be intense, leading to high levels of stress and anxiety that can impact your physical and mental health.

To cope with business demands, you may have turned to unhealthy habits such as drinking alcohol to reduce stress or grabbing fast food on the go. In addition, long hours at the office or frequent travel can make maintaining a healthy diet and exercise routine difficult, leading to weight gain, fatigue, and a general sense of malaise.

It's understandable that health and well-being can often take a back seat to other priorities in the fast-paced business world. However, the consequences of neglecting your health can be significant, impacting your personal life and your professional success.

SEVERAL REASONS COULD HAVE COMPELLED YOU TO DOWNLOAD THIS EBOOK, PERHAPS A TRIGGER.

? You're coming to your 50th birthday and want to be fit for 50.

? Or perhaps your son or daughter told you they are worried about you and your weight?

? Or maybe, you've just had enough of putting business first and constantly feeling exhausted?

Whatever the reason, this resource will help you. If you're feeling burnt, stressed, and unhealthy, it's time to act. You can become a more focused, productive, and successful leader by prioritising your health and well-being.

In the following pages, we'll show you how to overcome the most common obstacles to a healthy lifestyle and provide a simple, actionable plan for becoming a healthier, more balanced business leader.

We don't do complicated, we don't do calorie counting, and we certainly don't cookie cutter advice. If you're ready to get results, you're in the right place.

So let's get started!



"Cameron and Tony helped me regain my levels of fitness after a bout of serious illness. Their care and commitment to their clients was simply outstanding. They worked with me to build strength, endurance and overall fitness and I am grateful to the support I received from them. I wouldn't hesitate to recommend them in a heartbeat."

DR. AJIT MENON

HEAD OF PEOPLE AND ORGANISATION FOR INVESTEC PLC

The Five Step Process

STEP
01



HABITS

Assess your current habits and create a HIT LIST

STEP
02



EXERCISE

Assess your current regime and create bang for your buck workouts

STEP
03



NUTRITION

Assess your current nutrition and implement healthier options

STEP
04



SLEEP

Assess your sleep. Quality, duration and recovery

STEP
05



NEAT

Increase movement outside of workouts

Find out more at:
WWW.TRUTHFITNESS.CO.UK

HABITS

Before changing your lifestyle, you must assess your current habits and identify improvement areas.

By taking a realistic and honest look at your daily routine, you can determine which patterns contribute to your poor health and which ones you can easily modify to achieve better results.

To get started, list your current habits and behaviours related to health and well-being. This could include diet, exercise routine, sleep habits, alcohol consumption, and stress management strategies. Be specific and write down everything you can think of, no matter how small or insignificant it may seem.

Once you have your list, please review it carefully and identify the three habits that have the most significant negative impact on your health and well-being. These might be the habits that are most difficult to change or the most damaging to your health.



"As a Founder and CEO of 2 companies, when I first reached out to Cameron and his team at TRUTH, I was dubious about how I would fit the Rapid Result System into my very busy daily schedule. I'm pleased to be able to say that my concerns were totally unfounded. The team were excellent, really flexible and the coaching worked around my diary. As a result, I feel much healthier and fitter than I have been in the past 25yrs, so big thank you to the TRUTH team and long may it continue."

MARK BALAM

FOUNDER AND CHIEF EXECUTIVE OFFICER AT IMABI ND SARAX LIMITED

HABITS

For example, suppose you're drinking too much alcohol to manage stress or eating fast food daily for lunch. In that case, these could be two habits that significantly impact your health.

Once you've identified your top three habits, it's time to make a plan to change them. Start by setting specific, measurable goals for each habit.

For example, you might place a goal to reduce your alcohol consumption to no more than one drink per day or bring a healthy, homemade lunch to work at least three times per week, or hit 10k steps.

To help you stay on track, remember to tick off each habit when you've completed it. This could be as simple as creating a checklist on your phone or computer and setting a daily reminder to check it off.

Tracking your progress and celebrating your successes will motivate you to continue positively changing your health and well-being.



"Cam and the team at Truth are brilliant to work with. They address the whole person. They are well informed, fun and genuinely nice people who motivate me to get results. They are flexible around work and accommodate me in different time zones. The organisation is professionally run, and I would highly recommend them."

EILEEN TAYLOR

ACTING CHAIR EAST LONDON NHS FOUNDATION TRUST NON-EXECUTIVE DIRECTOR MUFG SECURITIES

HABITS

Changing your lifestyle takes time and effort, but the benefits are worth it. By taking small, manageable steps daily, you can become a healthier, more balanced business leader and achieve tremendous success in all areas of your life.

EXERCISE

One of the biggest challenges busy business leaders face when exercising is finding the time and space to fit it into their busy schedules. Whether you're constantly on the go, travelling to meetings or conferences, or spending long hours in the office, finding time for physical activity can be challenging.

As a result, many business leaders turn to the most accessible and most convenient form of exercise - cardio. While cardio can be an effective way to get your heart rate up and burn calories, there are more efficient ways to get in shape.



"The TRUTH virtual corporate programme is phenomenal... my team is fitter, happier and more productive, helping them to find balance between work and personal time. As a result, my people are showing up to work with increased energy and positivity. Team morale has never been better."

TAMARA GILLAN

FOUNDER AND CEO OF THE WEALTHIER NETWORK

EXERCISE

Doing the same type of cardio daily can quickly become tedious and may not provide the desired results. The main issue with cardio is that if your nutrition isn't on point, you will be burning muscle.

As you age, your lean muscle reduces, which means you're speeding up the process. As a result, your body burns more energy as you have less muscle (your body's engines); therefore, it becomes harder to maintain weight, so the downward spiral continues.

So, how can you overcome these challenges and make exercise more effective in your routine?

Here are a few tips:

1. Make it a priority: If you're serious about improving your health and fitness, you need to make exercise a non-negotiable part of your daily routine. This means scheduling time just like you would for any other important meeting or appointment. If you are super busy, we recommend morning workouts.



"Pleased to say I worked with Cameron and Tony from TRUTH. It was always a pleasure, and always an insightful conversation to be had about health and wellness (mental and physical!)! These guys are really passionate about what they do, and it shows in every interaction. Can't wait to work with the TRUTH Team again in the near future."

SIAN MYBURGH

HEAD OF MEMBERSHIP AT KNOTEL OLD SESSIONS HOUSE

EXERCISE

2. Get creative: Don't limit yourself to traditional exercise like running on a treadmill or doing endless reps of the weights machines. It would help to incorporate free weights into your regime; large muscle group movements like deadlifts and squats will boost natural health hormones and strip fat fast.

3. Incorporate fasted cardio to shred fat at double speed.

Wake up, double espresso and hit the sprints. We recommend the ski erg, rowing machine and X for non-impact. Thirty seconds on (sprint), 30 seconds off (rest), the gold standard is 10, build up and record.

Remember, exercise doesn't have to be a chore or a burden. With some creativity and planning, you can find ways to make it an enjoyable and rewarding part of your daily routine, no matter how busy you are. So, get moving and start reaping the benefits of a healthier, more active lifestyle!

If you'd like a run-through in more detail, one of our team will be happy to help; just drop them a line at info@truthfitness.co.uk



"I have been a long-term client of TRUTH and I couldn't be more impressed by them. The service is perfect for me, and my bespoke programme is tailored to my busy schedule and specific needs. Working with TRUTH has kept me in great shape and allowed me to continue working hard building my business whilst maintaining my health, energy and fitness."

RICHARD WATTS

CHIEF INVESTMENT OFFICER EMEA AT COLUMBIA THREADNEEDLE INVESTMENTS EMEA APAC

NUTRITION

The great thing about eating more protein and fat is that you will find it hard to eat it over, unlike a bowl of pasta (carbohydrate) which you can eat and eat. This is because the protein will help build muscle, and the fat will keep you full.

1. Make smarter choices when dining out: When dining out in restaurants, it's essential to be mindful of your selections. Look for dishes high in protein and fibre, and ask for dressings and sauces on the side. Avoid fried or heavily processed foods and opt for grilled or baked options instead. [You can view our nutrition guide here.](#)

2. If you're drinking alcohol, stick to one of your favourite drinks and choose lower-calorie options like wine or light beer. [\(Click here to view our alcohol guide\)](#)

Remember, making healthy choices when it comes to nutrition is all about planning, being mindful of your options, and finding healthier ways to manage stress.

If you'd like a run-through in more detail, one of our team will be happy to help; just drop them a line at info@truthfitness.co.uk



"I've been using TRUTH for over a year for both my personal 1-1 training and my local team training. The transition from 1-1 to virtual opened up the ability to give my staff a consolidated fitness solution. We love the personalisation of each session. They're fun, varied and engaging and most importantly professional and reliable. My team are more productive, and I get to join in on the sessions allowing my executive team to connect with all the offices in a safe and fun way."

DECLAN CUSHLEY

PARTNER & HEAD OF UK&I COMMERCIAL & TECHNOLOGY GROUP AT BROWNE JACOBSON

SLEEP

Sleep is a crucial component of overall health and well-being. Yet, busy business leaders often overlook it, prioritising work and productivity over rest and recovery. As a result, many business leaders struggle to fall asleep, experience restless nights and wake up feeling tired and unrefreshed. As a result, they rely on caffeine to help them power through the day.

Fortunately, there are several strategies you can use to improve the quality and quantity of your sleep:

1. Reduce exposure to blue light: The blue light emitted by electronic devices such as smartphones, laptops, and tablets can disrupt your body's natural sleep-wake cycle. To reduce exposure, avoid using these devices for at least an hour before bedtime, or use blue light-blocking glasses.

2. Create a sleep-conducive environment: To promote sleep, ensure your bedroom is calm, quiet, and dark. Invest in blackout blinds or curtains to block out external light sources. Use low-wattage bulbs or dimmer switches to create a calming atmosphere. Also, consider investing in comfortable mattresses and pillows to improve sleep quality.



"Cameron and his team have a strong knowledge in both fitness and nutrition. I recently completed the 6-week fitness challenge and have lost just over 8kg. IT WORKS. The accountability is key. The flexibility of remote PT sessions helps you work around your diary on an adhoc basis, which really helps as we have a young kid at home and work hours can change day to day. If you go ahead with the 6-week programme and buy into the nutrition and fitness you will get results, 100%."

NICHOLAS MCALLISTER

D&F CLASS UNDERWRITER AT TALBOT

SLEEP

3. Establish a consistent sleep routine: Going to bed and waking up at the same time can help regulate your body's internal clock and promote better sleep quality. Aim for at least seven to eight hours of sleep per night. Of course, this is tough when you are always busy and travelling; however, you must focus on these critical tips at home.

4. Supplement with magnesium: Magnesium is a mineral that helps to relax the body and promote sleep. Consider taking a magnesium supplement before bedtime to help calm your mind and improve sleep quality.

By prioritising sleep and implementing these strategies, you can improve the quality and quantity of your sleep, reduce reliance on caffeine, and wake up refreshed and ready to tackle the day ahead. Sleep is vital to overall health and well-being and is worth prioritising.

**IF YOU'D LIKE A RUN THROUGH IN MORE
DETAIL, ONE OF OUR TEAM WILL BE HAPPY
TO HELP, JUST DROP THEM A LINE AT
INFO@TRUTHFITNESS.CO.UK**



"The TRUTH team has helped me tremendously this year. The benefits of their one-to-one personal training sessions have helped me physically but have also improved my well-being. Whilst the sessions are challenging, they set me up positively for each day. I have certainly seen marked improvements in my health and mental well-being and thoroughly recommend anyone thinking of a structured training regime."

CRAIG TYRELL

HEAD OF ACCIDENT AND HEALTH AT CONVEX INSURANCE

NEAT

As a busy business leader, it's easy to fall into the trap of being sedentary most of the day. Whether sitting in meetings, on trains, or in taxis, many business leaders need help finding time for physical activity. Additionally, the convenience of modern life often leads to choosing the elevator over the stairs or driving instead of walking or cycling.

However, there are simple ways to increase your non-exercise activity thermogenesis (NEAT), which is the energy expended during all daily activities that are not considered exercise. By making minor changes to your daily routine, you can significantly increase the calories you burn daily and improve your overall health and fitness.

HERE ARE SOME SIMPLE WAYS TO INCREASE NEAT:

1. Take the stairs instead of the lift: This is a simple way to incorporate more movement into your day. It may not seem like much, but taking the stairs instead of the elevator can significantly increase your daily calorie burn.

2. Walk or cycle instead of driving: If you have a short commute, consider walking or cycling. This is not only good for your health, but it can also save you time and money.



"After seeing how smooth and easy the swap from face to face to virtual sessions were for myself, I wanted to introduce the concept to my team. TRUTH are exceptional and I've found that they've innovated training so now something that felt like a chore is now fun and engaging. And when I want a little extra help with results, they're there to give me the best advice for my nutrition, lifestyle and rest."

JULIAN ENOZI

GLOBAL HEAD OF REPUBLIC SECTOR PRACTICE AT GUY CARPENTER

NEAT

3. Stand up and move around during breaks: Instead of sitting at your desk during breaks, take a short walk or do light stretching to get your body moving.

4. Schedule walking meetings: If possible, schedule meetings that involve walking instead of sitting. This not only increases physical activity but can also improve creativity and productivity.

Incorporating more movement into your daily routine can improve your health, increase calorie burn, and reduce the adverse effects of prolonged sitting. Remember, every little bit counts, so move more whenever possible.

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"Met Cameron and the team in January. Everyone has been fully behind me since day one and really helped me to achieve my original goals of losing weight and getting fitter. The service does not end there though as they have also provided me lots of invaluable knowledge and habits that will keep in good health long into the future. I cannot recommend them highly enough. Totally professional and so knowledgeable. If you commit to their programme, then you can't fail to be rewarded personally."

ROBERT JOHNSTON
HEAD OF MARINE AND ENERGY

Now it's time to implement this guide and take action!

You deserve the very best results.

You have built a successful business and put that first for too long.

Now it's time to put your first

I know that there's lots of information in this eBook, and you have enough gone on in your brain already!

I am willing to hop on 15 min strategy call with you to distill all of this information into a tailored strategy that will fast-track your results.

This is not a sales call!

[CLICK HERE TO
BOOK YOUR CALL](#)



"Highly Recommend Truth Fitness and Cameron. Best programme I have ever signed up for and have achieved instant results. If you are considering using Truth fitness, I would not hesitate in recommending them. Worth every penny."

RYAN BURVILLE

DIRECTOR- SELECT OFFSHORE AND SELECT TECH