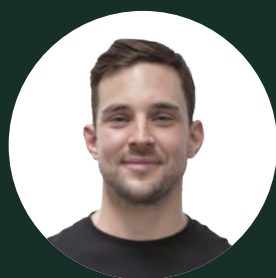




HOW TO BECOME A HEALTHIER, MORE PRODUCTIVE BUSINESS LEADER IN 5 STEPS





A QUICK NOTE FROM CAMERON

I founded TRUTH Fitness in 2016, twelve years after I first qualified as a personal trainer. I have been in the fitness industry for over 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 in 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 better.

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 dingy warehouses.

After 18 months of asking my clients 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 patterns were terrible. They needed more.

When I secured exclusive rights to run our gym from The Devonshire Club in the square mile, EC2, I began to build a team and a client base of highly successful business owners and c-suite execs.

Fast forward to present day and after navigating the Covid Pandemic, TRUTH Fitness is now the UK's leading expert in helping business leaders to transform their health in just six weeks.



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.

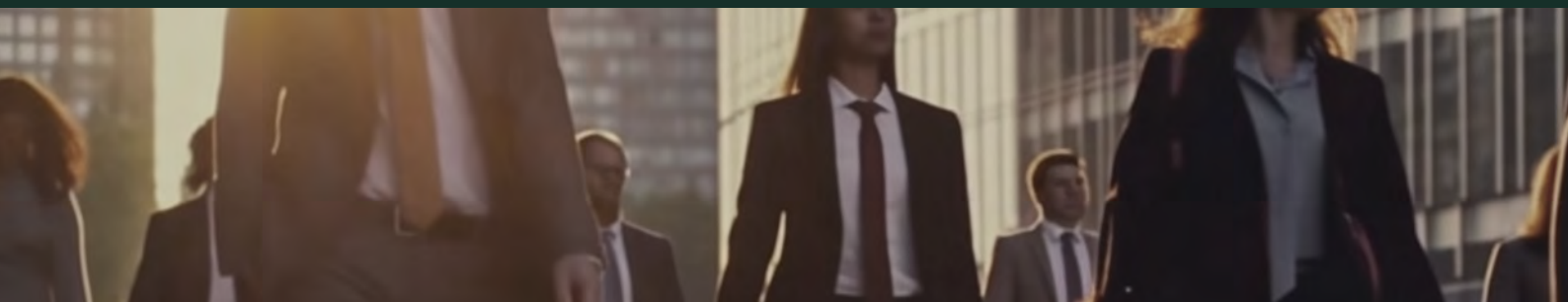
Companies led by marathon-running CEOs are 57% more market profitable than those led by CEOs who play golf. And a CEO that sleeps less than 6 hours for two nights straight suffers a 12.1% drop in performance that will be sustained for six days even if they catch up on their sleep on night 3. The science 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 JOHN BLOCK,
PHD, DBA





BECOMING A HEALTHY BUSINESS LEADER IN FIVE STEPS

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 out, 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!

DR. AJIT MENON

Head of People & Organisation for Investec Plc

"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."





EXPLORING 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.

THE 5 STEP PROCESS

STEP 1 - HABITS

Assess your current habits and create a HIT LIST

STEP 2 - EXERCISE

Assess your current regime and create bang for your buck workouts

STEP 3 - NUTRITION

Assess your current nutrition and implement healthier options

STEP 4 - SLEEP

Assess your sleep quality, duration and recovery

STEP 5 - NEAT

Increase movement outside of workouts

MARK BALAAM

Founder and Chief Executive officer at IMABI & SARAX Limited

"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 25 years, so a big thank you to the TRUTH team and longmay it continue."





As an 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.

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.

EILEEN TAYLOR

Acting Chair East London NHS Foundation Trust,
Non-Executive Director MUFG Securities

"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."





FINDING TIME TO 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.

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 less energy as you have less muscle (your body's engines); therefore, it becomes harder to maintain weight, so the downward spiral continues.





MAKING EXERCISE MORE EFFECTIVE IN YOUR ROUTINE

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.

2. GET CREATIVE

Don't limit yourself to traditional exercise like running on a treadmill or doing endless reps on the weights machine. It would help to incorporate free weights into your regime; large muscle group movements like dead-lifts and squats will boost natural health hormones and strip fat fast.

3. INCORPORATE FASTED CARDIO TO SHRED FAT AT DOUBLE SPEED

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

COURTNEY FUMAROLA

Co-Founder & Director at CLG London LTD

"Cameron carried out a food intolerance test for me which has been extremely helpful in understanding my body and how it reacts to certain foods - this kind of information is invaluable and I'm extremely pleased with the service Cameron has provided. "





EXERCISE DOESN'T HAVE TO BE A CHORE

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





TIPS ON NUTRITION

The great thing about eating more protein and fat is that you will find it hard to over eat it, 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 fat, and ask for dressings and sauces on the side. Avoid fried or heavily processed foods and opt for grilled or baked options instead.

2. IF YOU'RE DRINKING ALCOHOL:

Have one of your favourite drinks and choose lower-calorie options like Gin and Slimline Tonic.

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.

Please refer to our Alcohol Guide and Nutrition Guide for more information, or contact the team at info@truthfitness.co.uk

DECLAN CUSHLEY

Partner & Head of UK&I Commercial & Technology Group
at Browne Jacobson

"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."





GOOD SLEEP IS CRUCIAL

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.





HERE ARE SOME SIMPLE WAYS TO GET BETTER 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-CONDUCTIVE 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.

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:

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NEAT

(NON-EXERCISE ACTIVITY THERMOGENESIS)

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 lift 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.

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.

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:

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IT'S TIME TO TAKE ACTION!

Now it's time to implement this guide, 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 'you' first, I know that there's lots of information in this eBook, and you have enough going on in your brain already!

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

This is not a sales call!

Book your call below:

BOOK NOW





Contact Cameron Harris for more information:

T: 07931 484421 E: cameron@truthfitness.co.uk

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