

# Walk for Energy and Health



**WALK**  
your way to fitness,  
health and happiness

**Coach Mark Sutherland**  
**The Sport of Fitness**

Since 1994 coaching executives, managers, self-employed and business owners.  
Since 1985 coaching elite athletes including 2 Olympic Champions and 9 World Champions from 8 sports.

Be  
it  
for  
15 minutes  
or  
1 hour,  
let  
walking  
refresh  
you.

MY MISSION

“Above all, do not lose your desire to walk. Every day I walk myself into a state of wellbeing and walk away from every illness. I have walked myself into my best thoughts, and I know of no thought so burdensome that one cannot walk away for it.”

- Soren Kierkegaard

My mission is to assist you to start exercising by walking, and then to maintain exercise as a lifelong activity.

With my walking tips you will be able to make simple changes to your lifestyle that will enable you to feel healthier and more physically and mentally energised.

You can look forward to increased fitness, good health and great happiness.

Now is  
the  
time  
to  
start  
looking  
after  
yourself

INTRO

## An Important Message

Over the last few years, many of us have been leading a sedentary lifestyle with hardly any type of exercise activity.

Because of this our body shapes are changing, we can often feel tired and sluggish and we are noticing a few more health issues.

**Are you ready to make a difference to your life?**

Walking is the simplest way to work out. You can do it almost anywhere, and it's easy to get started.

**Just put one foot in front of the other.**

All you need is a pair of walking shoes.

Feel  
energised  
throughout  
the  
day.

BENEFITS  
OF  
EXERCISE

## Exercise will boost your outlook on life

Exercise can be fun and social or a means of spending quality time by yourself. Exercise does not have to be strenuous or time consuming.

### The benefits of exercise are:

- Increased use of fat as a fuel therefore decreasing your body fat levels.
- Improve circulation of blood due to the increased efficiency of the heart, lungs and muscles.
- Increased capacity for work and lifestyle activities.
- Reduction in cholesterol and blood pressure.
- Reduced risk of heart disease and adult onset diabetes.
- Reduced levels of stress.
- Increased self-esteem
- Increased resistance to aches, pains and infections.
- Overall improvement in general health

Walking  
is  
one  
of  
the  
easiest,  
most  
enjoyable  
forms  
of  
exercise.

BENEFITS  
OF

## Walking Is A Basic Movement We Use Everyday

As an exercise - walking offers the following:

- Age is no barrier.
- Walking is simple, free and one of the easiest ways to get more active.
- It is the ideal exercise when you are just getting started as you can walk at your own pace, increasing when you are ready as your fitness levels change.
- You increase the amount of calories burned as fuel therefore decreasing your body fat.
- Walking is low impact form of exercise so you won't jar your joints; therefore the risk of injury is also low.
- Commit to walking at least three times a week as this is a great way to boost your fitness and wellbeing.
- You can start slowly with just 5 or 10 minutes and work up to a least 30 minutes.
- You can walk anywhere without sophisticated machinery or expensive workout clothes.

Continued

Walking  
is the  
perfect  
exercise  
for  
many  
people

BENEFITS  
OF

## Walking Is A Great Way To Get Fit And Healthy

As an exercise - walking offers the following continued:

- Wherever you have a path you can walk, or even in a shopping mall if it is too cold outside.
- Walking / talking time is a great way to keep in touch with friends on a regular basis.
- Walking is a brilliant family activity, providing fun and time together.
- Muscles and bones become stronger thus reducing the chances of hip and knee injury in later life.
- Your legs will get stronger from walking regularly.
- Walking works the major muscles in your legs and walking up hill is great for your glutes.
- When you are ready, walk at a brisk pace to make it a good cardio workout.
- If you are already in good shape, work up a sweat with a power walk.

|

Walking  
can  
make  
you  
healthier  
and  
happier

SIMPLE TIPS

## Simple Tips On How To Walk Better

- As you walk, keep your head upright, your back straight and your chin up. Maintaining this posture will keep your spine straight which helps you to breathe better by taking pressure off your diaphragm.
- Keep your shoulders pulled back, but relaxed, thus maintaining a stable vertical column of support while you walk stretching from your neck to your hips.
- As you walk, swing your arms as this will increase the efficiency of your stride, allowing you to walk further on the same amount of metabolic energy that you would while keeping your arms still.
- For the first few minutes of your walk, keep an even, comfortable rhythm as your body warms up. Then increase your pace to a level that feels comfortable. As a general rule, you should be able to speak normally and carry on a conversation without being breathless.

# Dress Appropriately For Walking

Wear the right clothing and footwear for comfort and injury prevention.

MORE SOLUTIONS

## Footwear:

- Always purchase a shoe with a reputable brand name from a reputable store.
- Shoes should provide good heel support, holding the heel firmly in the shoe without sliding. This prevents blisters.
- Shoes should have good arch supports and cushioning in the heel and sole.
- The shoe should be flexible at the ball of the foot and comfortable around the toes.
- Socks should be soft with no stitching running across the top of the toes. Tube socks or aerobic workout socks are ideal.
- Shoes should be laced cross over rather than criss-cross. This allows the shoes to expand as your feet expand.

## Clothing

- Clothes should be loose and comfortable.
- Women should wear a well-fitting supportive bra such as a sports bra.
- In Summer, remember to apply lots of sun protection lotion and wear a hat.
- When it is raining wear a waterproof coat as water on the skin can



## Mark Sutherland BIO

GO FOR IT

**Great champions are never surprised by victory, they plan for it and expect it.**  
/ Mark Sutherland.

### About Mark Sutherland

I am from the small country of New Zealand where I live an ideal business life In the beautiful tree lined town of Cambridge. I've been told many times by my clients that I am **real world, straight shooting and no nonsense**. I quickly get to the heart of the matter, by helping my clients to eliminate the negatives and to move forward with confidence, focus and drive into their **ideal business life**.



In 1994 after a successful 8 years as a coach to the New Zealand Olympic Medallists Kayak team and as trainer to the NZ World Record/ Champion Short Track Ice Racing Team, I spent four years transitioning to business coaching and consulting on how to create, manage and advance high performance thinking and action in business.

I have now coached a significant number of individuals, business teams and companies, working with everyone from self-employed entrepreneurs through to the CEOs of corporations.

[Continued >>>](#)

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Mark  
Sutherland

Degree in  
Physical  
Education  
from  
Otago  
University

GO FOR IT

**Mental Toughness | Confidence | Focus | Motivation | Attitude**  
**Review, Refocus, Refresh and Re-Energise.**

My coaching and consulting is based on my sports experience and insights which are all transferable to business. To date I have also coached, trained or performance-mentored nine world champions in eight different sports including 2 World Records and 2 Olympic Champions.

Being a peak performance coach did not immunise me from feeling the stress of running my own business as a self-employed person. Back in 2006

I suffered burnout. This prompted me to make a life changing decision to create my '**Ideal Business-Life**', which meant getting rid of the BS and getting to grips with what was really important in my life.

It meant developing skills and tactics that would allow me to be balanced and happy and also have a business that was focussed, simple and performing successfully.

It worked, and since then I have helped many remarkable people to take their '**Business-Life**' to the next level, where they not only generate more money, but more importantly live healthier lives and enjoy time-out with family and friends. A truly **Ideal business-life**.

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I  
Believe  
In  
People  
First  
and  
Foremost.

Contact  
Me  
If  
I  
Can  
Assist  
You!

CONTACT

**MARK SUTHERLAND**  
Owner and Director of  
**Gold Medal Performance Systems Ltd**

**YOUR PERFORMANCE AND SUCCESS  
IS MY BUSINESS**

At The Sport of Business  
I Help Business Owners Improve their  
Personal Performance to Drive their Business  
to the Next Level

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**According to my clients  
I'm...**

**Real World  
Straight Shooting  
No Nonsense**