**About Wayne B. Peacock: The Chief Inspiration Officer**

**One thing about Wayne is that he has earned the right to awaken and call us forth, to inspire us, to coach us and to train and educate us on the merits of pursuing optimum health and fitness. His lifetime has been filled with countless accomplishments in many arenas and, painful as they were, countless failures of both commission and omission.**

**At his core, Wayne is driven to continuously improve things and to eventually figure out**

**the smartest and most rewarding way to navigate his life’s journey.** Further, he is driven to share the results of his efforts to accumulate knowledge and understanding of how things work, with emphasis on the lessons he has learned from life-changing failures. All of these innate strengths come together for Wayne as an athlete, a student, a teacher, a healer, a leader, a visionary, and an adventurer, all wrapped in a one-of-a-kind, non-generic way of being.

**Wayne is proud of his accomplishments in three areas that when taken together, make him uniquely qualified to coach, mentor and consult throughout the human development field.**

**I. As an Athlete:**

**From his earliest memories, Wayne was drawn to play, anything and everything.** As play evolved to games, he was soon playing sport after sport, sometimes three or more a day plus card games, dice, et.al.

As a 15-year-old tennis player, Wayne was ranked 5th in the U.S. in doubles and 13th in singles.

At Wauwatosa High School he won the state singles championship in his junior and senior years as well as being voted co-captain. He also quarterbacked the football team and twice lettered in basketball.

At the University of Michigan Wayne was five-time winner of Big Ten singles and doubles tennis championships and well as twice being voted captain.

Wayne thoroughly enjoyed every game he ever played and loved to play his best in top competitions. Overall, he was a modest winner of some 100 tennis championships and always a gracious loser as well.

Wayne feels that sport is the perfect foundation for successfully meeting the challenges that come with adulthood.

**II. As a Global Engineering Executive:**

**Wayne joined Factory Mutual Engineering in 1964 as a loss prevention engineer in Milwaukee, Wisconsin.** Seventeen years later he was elected Senior Vice President – Staff Engineering at Allendale Insurance, a parent company of Factory Mutual, located in Johnston, Rhode Island. Stops along the way included a life-changing, eight-year volunteer assignment in London, England, with Factory Mutual International, the overseas operating arm of the Factory Mutual System.

Over his 34-year career Wayne evolved from wide-eyed neophyte to a role model practitioner of loss prevention principles across the property insurance landscape.

When asked why he got the highest level engineering position in 1982, Wayne replied that it may have been because he simply believed in the essence and values of loss prevention more than others. During his 26 years in leadership positions, Wayne created and led countless loss prevention initiatives across the globe that ultimately led to savings of **hundreds of** millions of dollars.While Wayne is extremely proud of those accomplishments, he is equally proud of his track record of indentifying and mentoring high potential leaders.

**Wayne was a passionate agent of change and a visionary leader who always instilled the highest levels of integrity in the company’s products and services.**

**III. In his Second Career as Life Coach**

**Soon after taking early retirement Wayne embarked on a new journey as a life coach.** By noon on his first day of life coach training, he was hooked, and hasn’t stopped studying, learning and practicing since.

The 18 months of preparation for his professional certification exam called forth the best in Wayne, something high school and college never did. After being certified by The Coaches Training Institute (CPCC) and then by The International Coach Federation (PCC), Wayne enrolled in the Co-Active Leadership Program. This year-long, top seven leadership program opened up whole new set of learning opportunities. Wayne considers it the most valuable experiential learning of his life with practical applications every day of the week and, his clients are the real beneficiaries.

The following years included two more extremely valuable resources. Wayne was in the first class of graduates in the innovative Organization and Relationship Systems Coaching curriculum. This body of material serves as a foundation for the couples coaching that so inspires Wayne.

The next major accomplishment in Wayne’s post career education was qualifying as an Authorized Facilitator of the state-of-the-art Team Diagnostic tool for assessing a team’s overall effectiveness.

Over the ten years since becoming a life coach Wayne has coached well over 100 individual clients plus several teams and couples. Wayne is forever grateful for the gift each one of his customers represented and would like nothing better than to be helping people follow their bliss indefinitely.

**IV: As a Senior Athlete:**

**Wayne is synonymous with movement, sport, running and a can-do attitude.** He remembers that he would run before he knew it was not walking.

Wayne ran two 10-mile races in the weeks before he and his family returned to the U.S. from an eight-year stint in London. Upon arrival in his home country he began to enter road races. In the first three years he completed five marathons, including two Boston Marathons. Throughout the eighties and nineties he ran from ten to twenty road races per year.

**Then in 2008 he crossed the finish line of a 5K race in 23 minutes and 8 seconds.** That night he checked his records and found that the last time he had run that fast was 2003. Then he recalled that his alternative doctor had told him that his job was to stop Wayne’s aging process and then to reverse it, so as to regain some of what Wayne had lost due to premature aging. What sounded like a salesman’s exaggeration at the time had become reality for Wayne.

Wayne continues to see his doctor of functional medicine monthly for the purpose of identifying imbalances in the body and then correcting the imbalances with diet and supplementation.

In the course of the next three years Wayne moved up to compete in four USATF masters championships and two USA Senior Olympic Games and an average of 35 races a year. At the national level he placed as low as 4th and as high as 12th. At the state level Wayne won about two-thirds of the races he entered.

**The story appears to be that a locally competitive runner in his 60s became a nationally competitive runner in his 70s, simply by diet adjustments and natural supplementations, all because of a non-mainstream doctor’s knowledge of how to heal the body by natural means.**

**Wayne’s dream is to compete as a runner in the 2013 World Master Games in Turin, Italy.** Wayne will have celebrated his 75th birthday a few days prior to the making this big dream come true.