



OVERCOMING THE

# 7 EXECUTIVE SINS

THAT SLOW YOUR METABOLISM & CRUSH YOUR PERFORMANCE

PRESENTED BY: BRAD DAVIDSON

# THE 7 SINS

**SIN #1:** Abusing the Fight or Flight Mechanism

**SIN #2:** Dietary Confusion

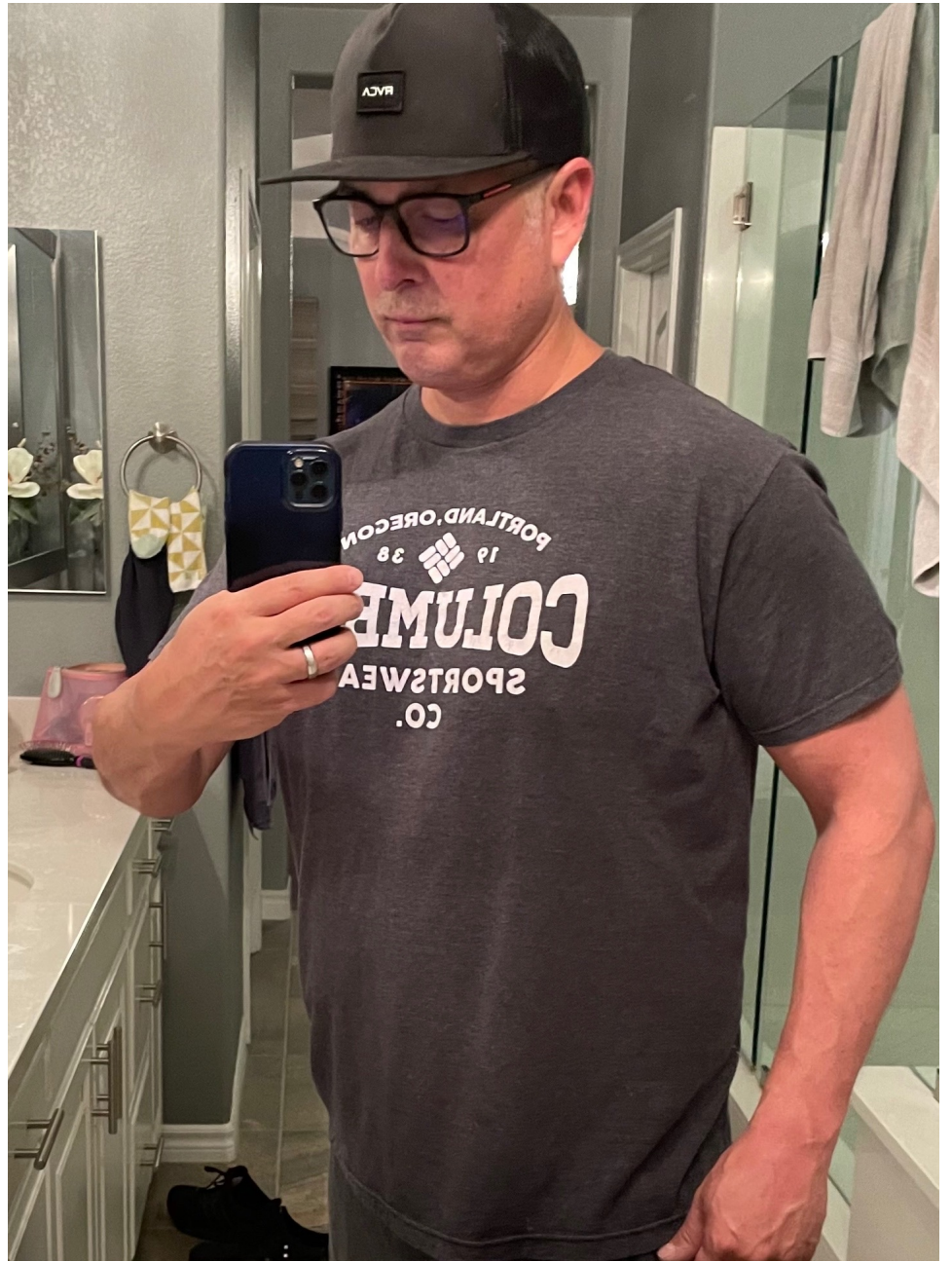
**SIN #3:** Hormonal Ignorance

**SIN #4:** SLEEP Deprivation

**SIN #5:** Assuming Fitness Dictates Health

**SIN #6:** The "S" Word

**SIN #7:** The Lone Wolf Approach



A man in a dark suit and pink tie is sitting in a black office chair at a desk. He is holding a white paper airplane in his right hand, looking upwards and to the right with a thoughtful expression. On his left wrist, he wears a watch with a metal link band. In front of him is a laptop displaying a dashboard with various charts and graphs. The desk is cluttered with several binders and papers. The background shows a blurred office environment with windows. The entire image is framed by a thick orange border.

**PRESENTEEISM**

# Absenteeism vs. Presenteeism

## Productivity Impact

Absenteeism: 4 absent days from work per year

**Presenteeism: 57.5 unproductive days on job per year**

## Cost Impact on Employers

Absenteeism: USD \$150 Billion per year

**Presenteeism: USD \$1500 Billion per year USD**

\* *GCC Insights report by Global Corporate Challenge (GCC)*

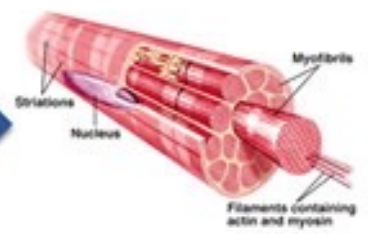
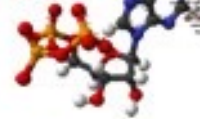
**SIN #1**

**ABUSING THE  
FIGHT OR FLIGHT  
MECHANISM**

# ENERGY CONTROLS EVERYTHING



Physical activity & stress



Tissue recovery & adaptation (fitness)

Vital biological functions (RMR)

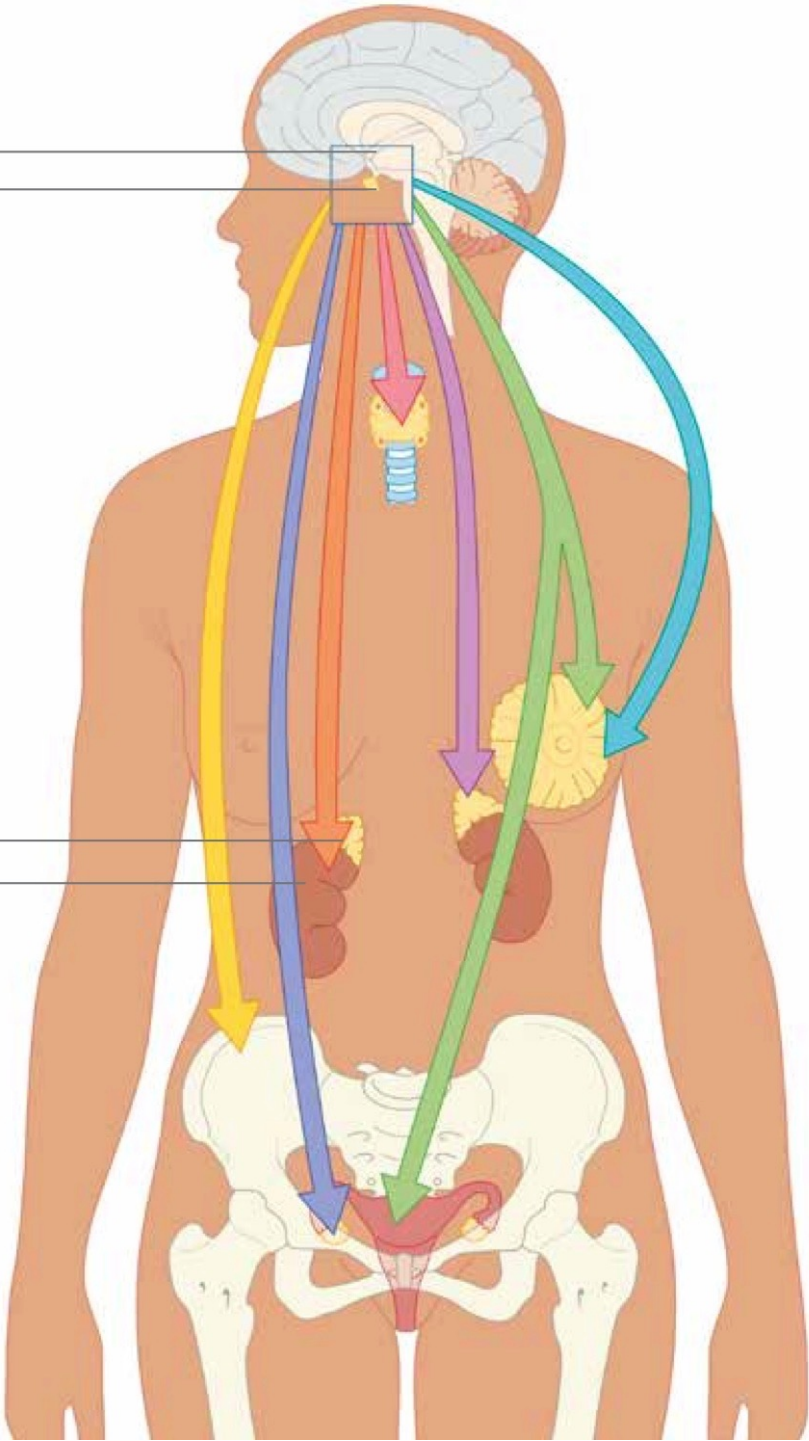


HYPOTHALAMUS

PITUITARY GLAND

ADRENAL GLAND

KIDNEY





WHAT IS YOUR **LION**?



# METABOLIC BREAKDOWN CYCLE



**STRESS**

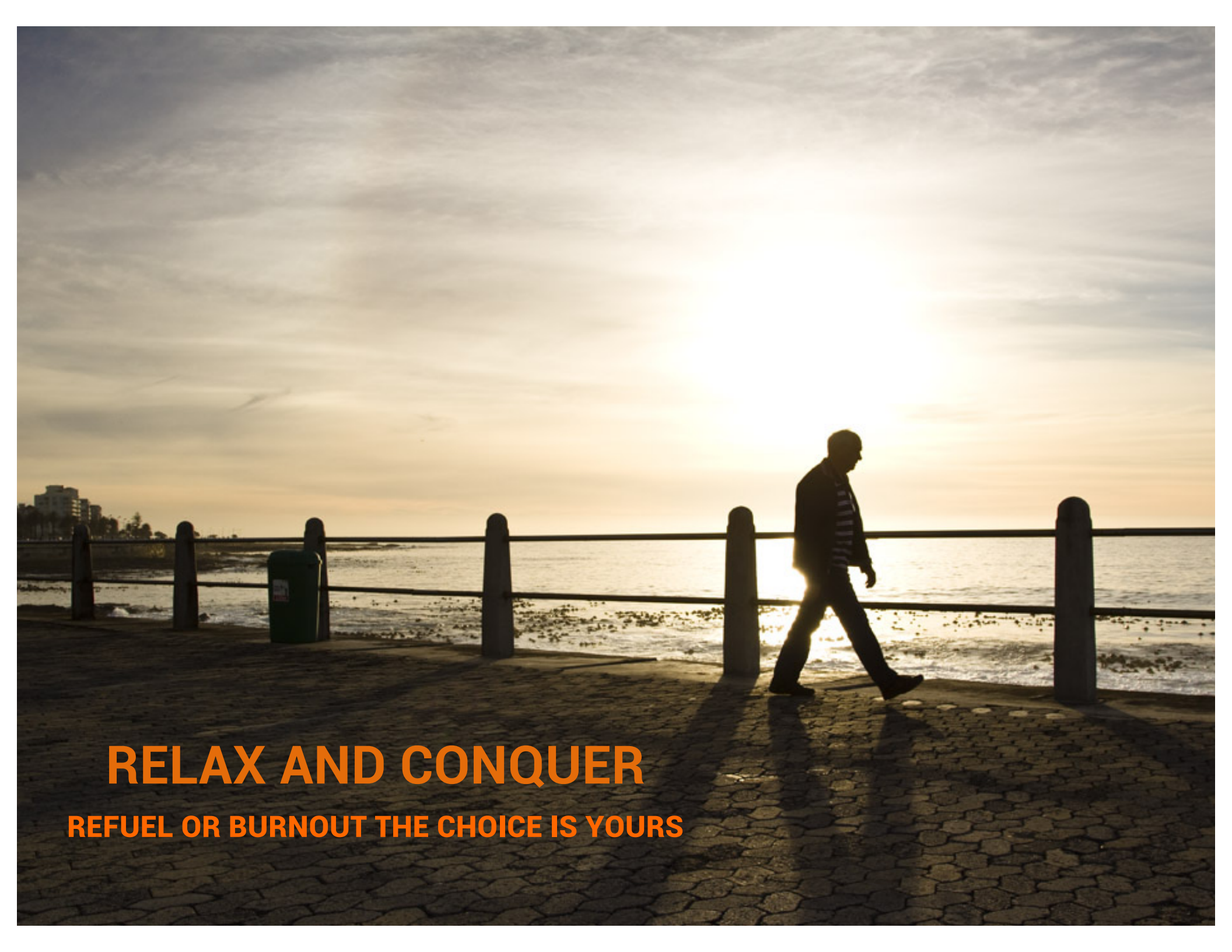
lifestyle, toxicity, food induced inflammation



**ALTERED HORMONES**



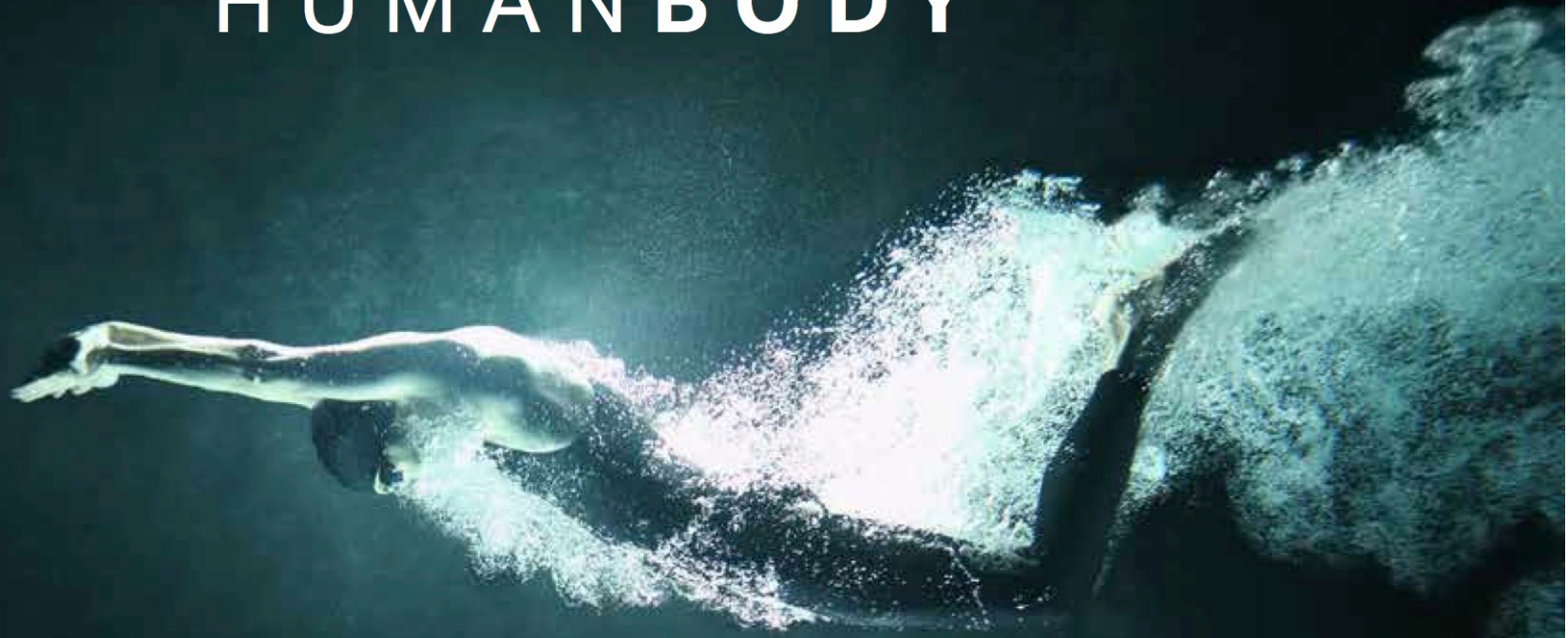
**METABOLIC LETHARGY**



# RELAX AND CONQUER

REFUEL OR BURNOUT THE CHOICE IS YOURS

# HUMAN BODY



BONES 22%  
MUSCLES 76%  
BRAIN 74.5%

LIVER 86%  
TISSUE 60%  
SKIN 70%

BLOOD 83%  
KIDNEYS 83%  
FAT 20%

A recent study showed that men drinking **5 glasses** of water a day versus 2 glasses a day had a **54% lower risk** of dying of a heart attack, and women had a **48% reduction**.

# HYDRATION GUIDELINES

## WEBMD

In general, you should try to drink between half an ounce to an ounce of water for every pound you weigh, every day.

## HARVARD MEDICAL

National Research Council recommends consuming about 1 milliliter of water for every calorie you burn.

## INSTITUTE OF MEDICINE

Men need 3.7 liters, or 125 ounces, and a woman should get 2.7 liters, or 91 ounces

RELAX & CONQUER POWER ACTION:

**DRINK  
MORE  
WATER**

HALF YOUR BODY  
WEIGHT IN OUNCES DAILY.  
+ CONCENTRACE MINERALS

**SIN #2**

**DIETARY  
CONFUSION**





# Environment Matters!



EAT LESS, DO MORE



YOUR METABOLISM

EAT LESS, DO LESS

EAT MORE, DO MORE

EAT MORE, DO LESS

**S** LEEP

**H** UNGER

**M** OOD

**E** NERGY

**C** RAVINGS



# **BREAKFAST**

## **PROTEIN FATS**

Stabilizes blood sugar,  
elevates drive and  
focus neurotransmitters



# LUNCH

**PROTEIN  
FATS,  
VEGETABLES**

Continues to stabilize  
blood sugar, fiber, alkalinity.



# DINNER

**LEAN PROTEIN,  
APPROVED COMPLEX  
CARBS, VEGETABLES**

Replenishes muscle glycogen, elevates  
calming neurotransmitters, alkalinity

RELAX & CONQUER POWER ACTION:

**MEATS &  
FATS FOR  
BREAKFAST**



**SIN #3**

**HORMONAL  
IGNORANCE**

**THE FOUNTAIN OF YOUTH**

# HIGH TESTOSTERONE LINKED TO LONGER LIFE

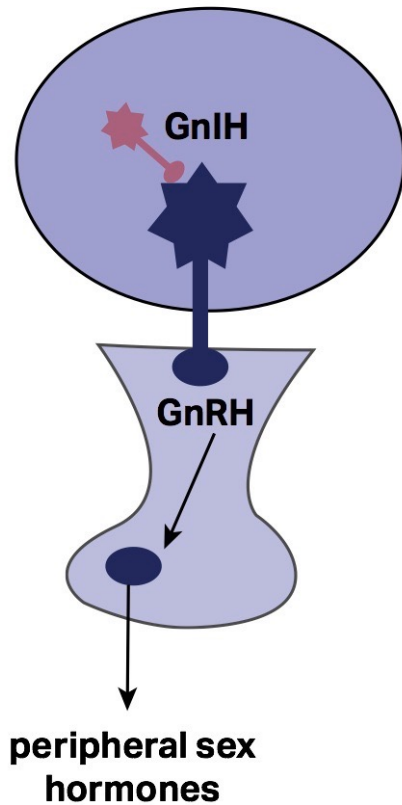
UNIVERSITY OF CAMBRIDGE GERONTOLOGIS  
KAY-TEE KHAW AND COLLEAGUES

Tracked 11,605 British men age 40-79 for 10  
years (1993-2003)

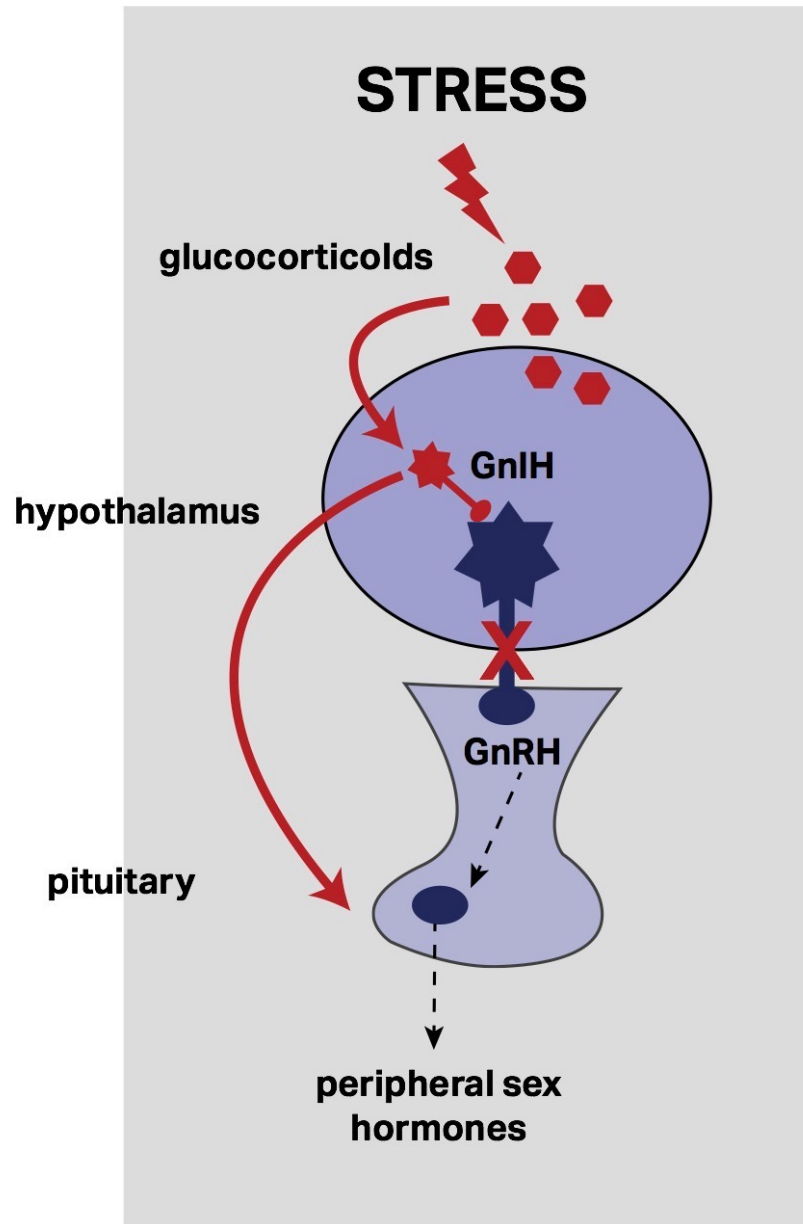
Men in the upper 25% of testosterone levels  
had a 41% lower risk of early death.

# STRESS PUTS THE BRAKES ON REPRODUCTION

**NO STRESS**



**STRESS**



# **SIMPLE STEPS TO BALANCE SEX HORMONES**

**LIMIT EXPOSURE TO XENO-ESTROGENS**

**INCREASE GOOD FAT INTAKE**  
OLIVE OIL, COCONUT OIL

**REDUCE EMF EXPOSURE**

**GET MORE SLEEP**

RELAX & CONQUER POWER ACTION:

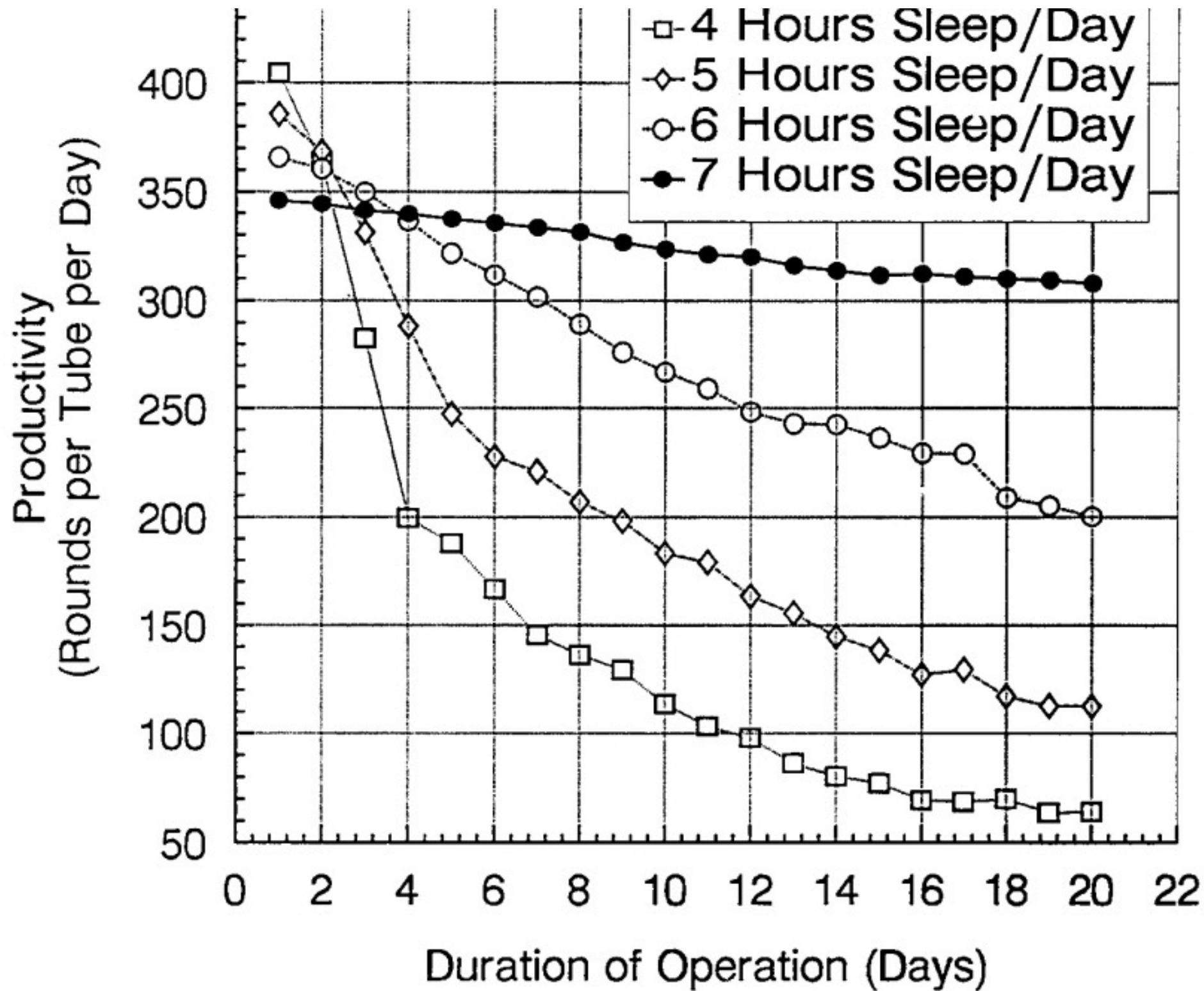
**INCREASE  
GOOD FAT  
INTAKE**

OLIVE OIL AND COCONUT OIL

**SIN #4**

**SLEEP  
DEPRIVATION**

Those who sleep 4 hours a night are  
**73% more likely to be obese** than  
those who sleep 7-9 hours.







**HARD TIME  
FALLING ASLEEP?**

- UNPLUG 30-60min Before Bed
  - 60 Second Brain Dump
  - Grateful Journal
- BAT CAVE
- MAGNESIUM (CALM 1-2 tsp)

A man with dark hair is sitting up in bed, wearing a light blue t-shirt. He is looking directly at the camera with a thoughtful expression, resting his chin on his right hand. The bed has white linens. The background is a dark, textured headboard. The lighting is soft and focused on the man.

**WAKING UP  
BETWEEN 1-4 A.M.?**

- SLEEP HAMMER
  - 1 tsp Coconut Oil
  - 1 tsp Honey
  - Pinch of Sea Salt
- 1-3am LIVER
  - Milk Thistle 500mg
- 3-5am OXIDATIVE STRESS
  - Tart Cherry Juice 2-4oz

RELAX AND CONQUER POWER ACTION:

**GET 7 HOURS  
OF SLEEP  
EVERY NIGHT**

AND MORE IS EVEN BETTER

**SIN #5**

**ASSUMING FITNESS  
DICTATES HEALTH**

**NOT EXERCISING IS AS  
DANGEROUS AS SMOKING**

# Exercise and Reduction in Risk of Death From All Causes

## Minutes per week of Moderate to Moderately Intense Exercise

150 minutes per week = 47% reduction in risk of death

300 minutes per week = 52% reduction in risk of death



# EXECUTIVE FITNESS GOALS:

## DECREASE CARDIAC STRESS

### CARDIAC OUTPUT:

Working Heart Rate **120-140bpm**

**45 minutes**

Low intensity, low impact exercise

# PREDICTORS OF LONGEVITY

- MUSCLE MASS
  - STRENGTH
  - STAMINA
  - RECOVERY

# EXECUTIVE FITNESS GOALS: IMPROVE MOBILITY/ DECREASE PAIN

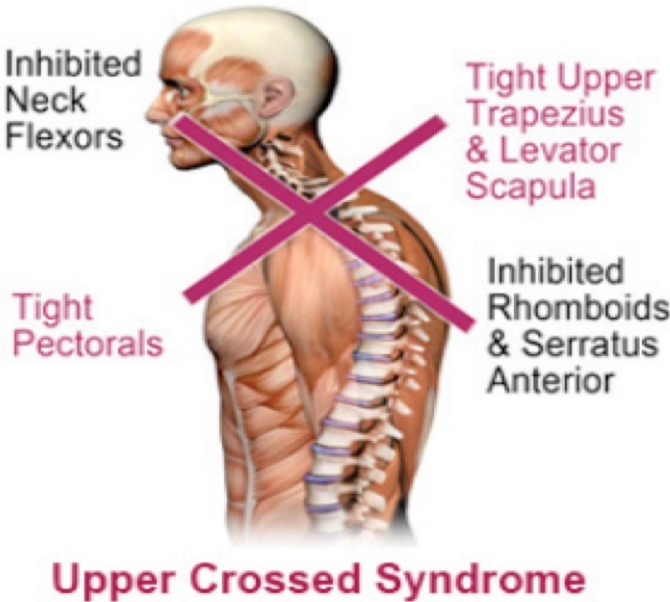


Figure 1

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# WWW.WHOOP.COM



RELAX AND CONQUER POWER ACTION:

# **IMPROVE CARDIAC FUNCTION**

COMMIT TO 2 "CARDIAC OUTPUT" SESSIONS A WEEK

**SIN #6**

**THE "S"  
WORD**





# SUPPLEMENT SCANDALS

GNC, Wal-Mart, other **retailers deceptively labeling herbal supplements** – report by New York Times, 2015

Dietary Supplements: Structure/ Function Claims  
**Fail to Meet Federal Requirements-** Study by US  
Department of Health and Human Services, 2012

# SUPPLEMENT SAFETY AND PERFORMANCE

Guarantee that each formula is **100% compliant** with the ingredients listed on the label. (NSF)

Formulas **meet or exceed** certified GMP quality standards

Undergo independent **third party** analysis.

RELAX AND CONQUER POWER ACTION:

**PURCHASE  
SAFE AND  
COMPLIANT  
SUPPLEMENTS**

**SIN #7**

**THE LONE WOLF  
APPROACH**

# ACCOUNTABILITY IN BUSINESS

**ACCOUNTANT**

**BOOK KEEPER**

**ATTORNEY**

**COACH**

**MENTORS**


**CONSULTANTS**

# ACCOUNTABILITY IN HEALTH AND FITNESS



RELAX AND CONQUER POWER ACTION:

**COMMIT TO AN  
ACCOUNTABILITY  
PARTNER**

A man with dark hair and glasses, wearing a blue button-down shirt, is sitting at a desk in an office. He is looking down at a laptop, with his right hand resting against his face in a thoughtful or stressed pose. The background is a blurred office environment with a desk lamp and a window. The entire image is framed by a thick orange border.

**#1: What is your big....**

**WHY**

**Behind your health and energy?**





**#2: What's one daily healthy.....**

**H A B I T**

**You can incorporate for better energy?**

A man in a dark suit and pink tie is sitting in a black office chair at a desk. He is holding a white paper airplane in his right hand, looking upwards and to the right with a thoughtful expression. On his left wrist, he wears a watch with a metal link band. The desk in front of him is cluttered with a laptop displaying a dashboard, several binders, and papers. The background shows a blurred office environment with windows. The entire image is framed by a thick orange border.

#3: How is.....

# PRESENTEEISM

Impacting your bottom line?



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**AP**

# LOW CARBOHYDRATE SUPPORTIVE RESEARCH

## **SONDIKE SB, ET AL.**

Effects of a low-carbohydrate diet on weight loss and cardiovascular risk factor in overweight adolescents. The Journal of Pediatrics, 2003.

## **4. BREHM BJ, ET AL.**

A randomized trial comparing a very low carbohydrate diet and a calorie-restricted low fat diet on body weight and cardiovascular risk factors in healthy women. The Journal of Clinical Endocrinology & Metabolism, 2003.

## **JS VOLEK, ET AL.**

Comparison of energy-restricted very low-carbohydrate and low-fat diets on weight loss and body composition in overweight men and women. Nutrition & Metabolism (London), 2004.

## **HALYBURTON AK, ET AL.**

Low- and high-carbohydrate weight-loss diets have similar effects on mood but not cognitive performance. American Journal of Clinical Nutrition, 2007.

## **VOLEK JS, ET AL.**

Carbohydrate restriction has a more favorable impact on the metabolic syndrome than a low fat diet. Lipids, 2009.

## **AUDE YW, ET AL.**

The national cholesterol education program diet vs a diet lower in carbohydrates and higher in protein and monounsaturated fat. Archives of Internal Medicine, 2004.

# FAT AND CHOLESTEROL RESEARCH

1991 - Long-term Mortality After 5-Year Multifactorial Primary Prevention of Cardiovascular Diseases in Middle-aged Men. Result: Cholesterol-lowering diets twice as likely to cause death

<http://jama.jamanetwork.com/article.aspx?articleid=391550>

1999 – largest diet-heart trial ever conducted. Result: Fat intake doesn't affect cholesterol

<http://www.ncbi.nlm.nih.gov/pubmed/9989963>

2001 – Study attempting to prove cholesterol should be kept low. Result: Worst mortality rates in those maintaining low cholesterol

<http://www.ncbi.nlm.nih.gov/pubmed/11502313>

2004 – Study looking at impact of cholesterol levels on mortality. Result: Low cholesterol significantly associated to mortality

<http://www.ncbi.nlm.nih.gov/pubmed/15006277>

2005 – Study to determine whether fat intake increases risk for heart disease or cancer deaths. Result: High fat diets don't increase mortality from either heart disease or cancer.

<http://www.ncbi.nlm.nih.gov/pubmed/16018792>

2010 – Study. Result: No correlation between saturated fat intake and heart disease

<http://ajcn.nutrition.org/content/91/3/502.abstract>

# XENO-ESTROGEN SUPPORTIVE RESEARCH

**Pol Arch Med Wewn.** 2014;124(5):264-9. Epub 2014 Apr 2.

Relationship between everyday use cosmetics and female breast cancer.

**Chemosphere.** 2014 Aug;108:101-6. doi: 10.1016/j.chemosphere.2014.02.082. Epub 2014 Apr 12.

Estrogenic activity of constituents of underarm deodorants determined by E-Screen assay.

**Toxicol Lett.** 2014 Nov 4;230(3):375-81. doi: 10.1016/j.toxlet.2014.08.012. Epub 2014 Aug 13.

Actions of methyl-, propyl- and butylparaben on estrogen receptor- $\alpha$  and - $\beta$  and the progesterone receptor in MCF-7 cancer cells and non-cancerous MCF-10A cells.

**Environ Int.** 2014 Jun;67:27-42. doi: 10.1016/j.envint.2014.02.007. Epub 2014 Mar 19.

Parabens. From environmental studies to human health.

**Breast Cancer Res.** 2013 May 27;15(3):R45. doi: 10.1186/bcr3432.

Circulating serum xenoestrogens and mammographic breast density.

**Skin Therapy Lett.** 2013 Feb;18(2):5-7.

The health controversies of parabens.

**Crit Rev Toxicol.** 2014 Jul;44(6):467-98. doi: 10.3109/10408444.2013.875983. Epub 2014 Jun 6.

Reproductive and developmental effects of phthalate diesters in males.

**Dtsch Med Wochenschr.** 2011 May;136(18):967-72. doi: 10.1055/s-0031-1275832. Epub 2011 Apr 27.

[Endocrine disruptors: hormone-active chemicals from the environment: a risk to humans?].

**Toxicol Lett.** 2010 Apr 15;194(1-2):16-25

Bisphenol A may cause testosterone reduction by adversely affecting both testis and pituitary systems similar to estradiol.

# EMF SUPPORTIVE RESEARCH

**Clin Biochem.** 2012 Jan;45(1-2):157-61. doi: 10.1016/j.clinbiochem.2011.11.006. Epub 2011 Nov 27.  
How does long term exposure to base stations and mobile phones affect human hormone profiles?

**Oman Med J.** Oct 2009; 24(4): 274–278.  
Alterations in TSH and Thyroid Hormones following Mobile Phone Use

**Cent European J Urol.** 2014;67(1):65-71. doi: 10.5173/ceju.2014.01.art14. Epub 2014 Apr 17.  
The influence of direct mobile phone radiation on sperm quality.

**Indian J Exp Biol.** 2014 Sep;52(9):890-7.  
Effect of electromagnetic irradiation produced by 3G mobile phone on male rat reproductive system in a simulated scenario.

**Electromagn Biol Med.** 2012 Sep;31(3):213-22. doi: 10.3109/15368378.2012.700292.  
Evidence for mobile phone radiation exposure effects on reproductive pattern of male rats: role of ROS.

**J Appl Toxicol.** 2012 Mar;32(3):210-8. doi: 10.1002/jat.1680. Epub 2011 Mar 30.  
Evaluation of testicular degeneration induced by low-frequency electromagnetic fields.

**Electromagn Biol Med.** 2012 Sep;31(3):223-32. doi: 10.3109/15368378.2012.700293.  
Impact of microwave at X-band in the aetiology of male infertility.

**Electromagn Biol Med.** 2011 Dec;30(4):219-34. doi: 10.3109/15368378.2011.587930.  
900-MHz microwave radiation promotes oxidation in rat brain.