

THE HEARTBEAT OF BUSINESS



Entrepreneurs'
Organization

MARCH 2009

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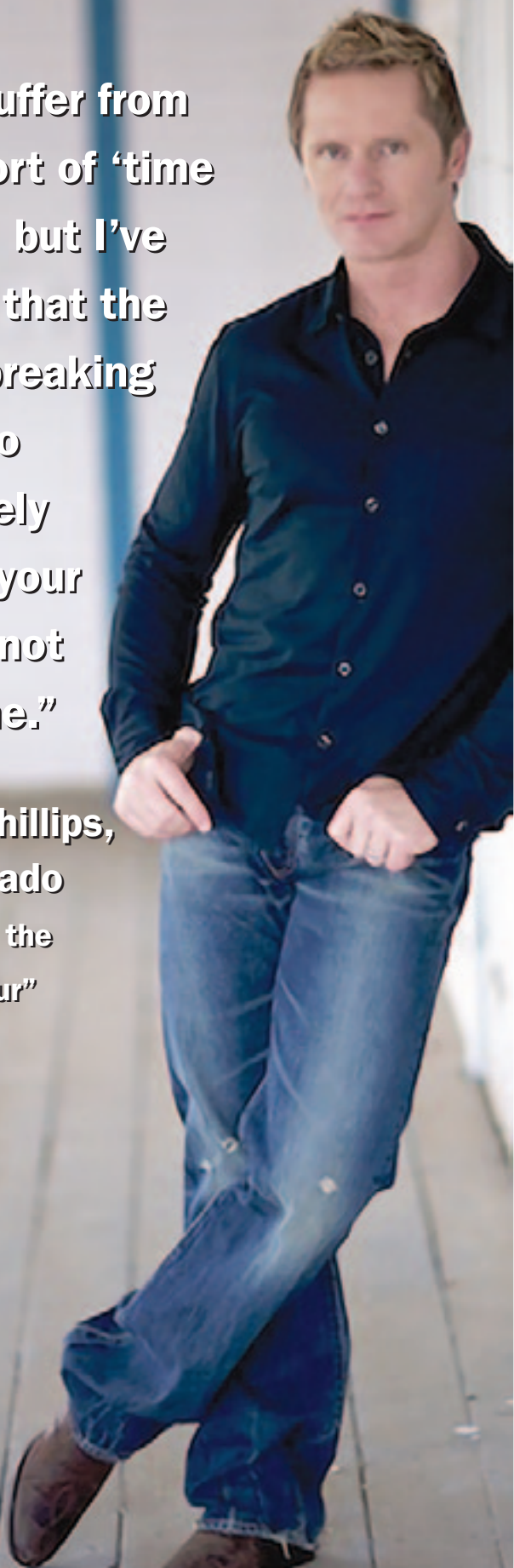


**Entrepreneurs'
Organization**

**"We all suffer from
some sort of 'time
crunch,' but I've
learned that the
key to breaking
free is to
effectively
master your
energy, not
your time."**

**Shawn Phillips,
EO Colorado**

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Entrepreneur"
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entrepreneurial engine*



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AND NOTED

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Live, Learn and Let Go

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"Having dealt with traumatic events on the personal and professional fronts, I've learned it's best to live, learn and let go. Doing so will ensure you maintain a healthy and productive life."

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CHRISTOPHER MEYERS, AIA, LEED AP, EO COLUMBUS

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"I have learned that it pays to audit my company and workers regarding levels of engagement. Here are some questions I ask in order to effectively gauge healthy employee-engagement levels."

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"It's imperative that the office environment is an asset, not a liability, to good health. An active office is a great place to invest one's energy, and the return on investment is happy, healthy and productive people."

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LESSONS OF BUSINESS RECOVERY

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"While many entrepreneurs are trying to hold on to their wealth, being on the go 24/7 is counterproductive to high performance and increased productivity. Here is how you can maximize your health while building your wealth."

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GREG CRABTREE, EO ATLANTA

"For years, I have heard about the benefits of an executive physical through the Healthnetwork Foundation. As it turns out, these super-charged physicals are just as vital for me as it is for my business."

A MESSAGE TO OUR MEMBERS

Health is at the heart of this issue, and the theme has never been more relevant. As we near the fourth and final quarter of FY2008/2009, we still find ourselves engulfed in global economic uncertainty. With the business world in perpetual metamorphosis and certain industries in peril, it's safe to say that none of us have experienced a landscape of this magnitude. Thankfully, we have EO, a 7,000-member support group at our disposal.

As an elite community of entrepreneurs, we have numerous opportunities to make a very real impact in one another's lives. Whether it's offering more input in Forum, encouraging peers to attend Global events or teaching others about the advantages of EO's tools, now is the time to step it up and engage, educate and lead on a chapter and global level. That's the hallmark of this organization. During times of crises and calm, EO provides you with the tools you need to grow as a business owner, expand your networks and stay healthy.

Your success in work and life is contingent on your health. The term "health" can refer to the welfare of your staff, partnerships and clientele; the state of your work environment; and the

resiliency of your business. It can also refer to your own wellbeing and your relationships with family and friends. When it comes down to it, the most important thing we have as entrepreneurs is our health—the health of ourselves, our relationships and our businesses—and EO is doing everything it can to ensure you maintain it.



I hope you glean much inspiration from this issue and that you apply these health tips and best practices to your life and business. Though it's tough to maintain good health during these times of economic strife, know that by strengthening our peer-to-peer relationships and keeping our lines of communication open, we can withstand anything. Look to EO and your peers to help you go from success to significance this quarter, and as always, thanks for being such an integral part of this organization.

Respectfully,

A handwritten signature in black ink that reads "David".

DAVID GALBENSKI
EO CHAIRMAN

EO UPDATES

→ **EO^{access} Roll Out**

EO has been hard at work developing EO^{access}, a new technology platform that will transform your membership experience on a chapter and Global level. EO^{access} is on target to begin a systematic roll out to the chapters at the end of March. This new tool will offer you a more personalized online experience, making it easier for you to set up events, groups and conversations based on your interests and share these items with members in and outside of your chapter. For more information, e-mail Jason Tate, Senior Vice President of Operations, at jtate@eonetwork.org.

→ **EO Leadership Academy**

Twenty-five of EO's future leaders gathered on 3-6 December 2008 in Washington, D.C., USA, for EO's inaugural Leadership Academy. The event provided an enhanced philosophical- and skills-based orientation of leadership that participants can employ to the benefit of their fellow members, businesses and communities.



2008 EO LEADERSHIP ACADEMY

→ **Global Economic Forecast Survey**

In December 2008, EO conducted a global member survey about the effects of the global economic crisis on entrepreneurs. This survey included a forecast of member plans for FY2009. A total of 894 EO members from around the world responded. That's a response rate of 13.6 percent!

EO is using these survey results to generate external awareness about the impact of EO members, position EO as a thought leader on entrepreneurship among the media, as well as identify and foster additional mutually beneficial relationships for the organization. To view the survey, go to www.eonetwork.org/Downloads/2009EconomicForecastSurveySummaryReport.pdf.

→ **GLCs: New Orleans and Hong Kong**

Planning for the 2009 Global Leadership Conferences (GLC) is underway. This year, EO will bring the GLCs to two new and exciting locations: New Orleans, Louisiana, USA, on 7-9 May; and Hong Kong, China, on 28-30 May. The GLC: New Orleans Co-Chairs are Kevin Langley (EO New Orleans) and Robert Wagnon (EO Houston). The GLC: Hong Kong Co-Chairs are Ivan Ting (EO Hong Kong) and Fletcher McKenzie (EO New Zealand). For more information, visit <http://events.eonetwork.org>.

TO YOUR GOOD HEALTH



What constitutes good health?

For the most part, good health is the result of proper nutrition, exercise and rest. But that's only part of the equation. Equally important is mental health, namely our emotional and psychological wellbeing, which allows us to function in society and meet the ordinary demands of everyday life. A combination of physical, mental, emotional and social wellbeing is necessary to achieve good overall health. And given that our unique human biology, environment, lifestyle and available healthcare services are

all important determinants in maintaining and improving our health, perhaps it's not so simple after all.

As with our bodies, our businesses undergo similar challenges in trying to achieve "good health." Like most entrepreneurs, you probably run quarterly diagnostics to ensure you're meeting your pre-determined directives. You check under the hood, kick the proverbial tires, all to see if your business is healthy enough to stay the course. This is the mark of any successful entrepreneur, but it doesn't always yield the results you'd expect. In these times of economic uncertainty, you may be surprised to discover that your bottom line has taken a hit, your staff is unhappy and your clientele is looking for the exits. You could even find yourself in a state of unhealthy repose.

It's clear then that your physical, mental and business health will decide your future. That said, it's important to assess both yourself and your company periodically. We are only as good as our working parts, and routinely oiling the mechanics of our operations can ensure a better bill of health. Although difficult, rest assured there are ways you and your business can stay afloat during these turbulent times. It's really a matter of staying fit from a personal and professional perspective.

That's what this issue of *Octane* is all about: Finding paths to progress related to personal and professional health. In this edition, your EO peers offer their lessons learned regarding wellness at work and in life. You'll read about members and industry experts who have faced titanic tribulations, only to endure and grow from their experience. You'll discover how to rebound from business catastrophes, handle employee health crises and maintain a positive work environment. Best of all, you'll learn how to improve your own health and stay on top of your entrepreneurial game. In the end, maintaining a healthy balance between work and life is really what it's all about.

Best of luck on your continuing journey, and here's to your health!

Regards,

BOB STRADE

EO EXECUTIVE DIRECTOR

WE KNOW YOU DIDN'T GET TO WHERE YOU ARE BY PLAYING IT SAFE. SO WHY START NOW?



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LIVE, LEARN AND LET GO

MARK MOSES

EO ORANGE COUNTY

Several years ago, I was building my business and starting to see my first flush of success. We were comfortably profitable, excited about our potential and heading for big things. Unfortunately, life threw me a few curveballs that threatened everything I had worked hard to cultivate. Here is what happened, and how I learned to simply live, learn and let go.

Mutiny at Work

My business partner and best man in my wedding, who I had hired when he desperately needed a job, quit our company to open a competing business two blocks away. Worst of all, he took 80 percent of our employees, leaving me with a shell of a business, empty offices, a marketing campaign I couldn't support, huge financial losses and a family rift that would never heal.

Faced with the decision to fold or fight, I chose to fight. That decision, coupled with what I learned in the rebuilding process, taught me a lot about myself and how to survive a business catastrophe. The first thing I learned was that the sun will come up tomorrow. No matter how bleak things seem, life goes on. It's what you choose to do about your circumstances that define the outcome. The second thing I learned was to trust my instincts. There were some red flags early on, but I never listened to myself. After all, he was my best friend, and best friends don't betray you, right? Wrong. Business is business.

The third thing I learned was the importance of communication in the face of crisis. Communication with my remaining employees and in my key relationships was instrumental in the recovery of my company. When I created a plan to get us back on top, I made sure everyone knew what it was. I asked my advisors to question the assumptions in my plan to make sure it was airtight. I also made sure every employee knew where we were going and what we needed to do. Soon, the phones were ringing, the offices were full and business was moving forward again.

A Family Affair

I had fixed my struggling business. We were back on track, and we were stronger and more successful than ever. I shouldn't have been surprised when life threw me another major setback. This time around, though, it was a personal catastrophe, and it hit hard.

Our four-year-old son, Mason, was complaining of headaches. My wife and I thought it was vision-related, so we had him tested. What we learned changed our lives forever. Mason was diagnosed with a brain tumor that required emergency surgery.



We were suddenly plunged into an unfamiliar world, and we felt far outside our comfort zone.

What helped us win this battle? EO's Member Exchange. I used this tool to its fullest extent, and within hours, I was in contact with members and doctors who could help us with the vital decisions that had to be made. With their support, we were able to face the problem head on. I'm happy to say that Mason's brain surgery was successful, and now he is happy and healthy as ever.

Facing the Future

While the business crisis was crushing, Mason's health risk was what really put life in perspective for me. Since his recovery, I have sold my business and not looked back. Today, I spend my time engaged in activities that are deeply meaningful to me: spending time with my family, advocating for children's fundraisers and speaking about my experiences around the world.

Having dealt with traumatic events on the personal and professional front, I've learned it's best to live, learn and let go. Doing so will ensure you maintain a healthy and productive life. There will always be surprises, but it's how you learn from the experience, accept it for what it is and apply it down the line that makes all the difference. Now, in everything I do, I have fun and strive to make a difference. That is the greatest form of success. ☺

Mark (pictured above with his son, Mason) is a coach, speaker and Ironman tri-athlete who uses his experience with crises to educate business leaders around the world. He has won Ernst & Young's "Entrepreneur of the Year" award and the Blue Chip Enterprise award for overcoming adversity. You can reach Mark at mark@markmoses.net.

WALL - TO - WALL WELLNESS

HOW MY ENVIRONMENT INCREASED EMPLOYEE PERFORMANCE

CHRISTOPHER MEYERS, AIA, LEED AP
EO COLUMBUS

When most people think about health, specifically the wellness of their workforce, they tend not to think about architecture. It is often overlooked, though it plays an integral role in how you and your staff perform on a daily basis. The truth is, architecture impacts us all—in our homes, our offices and even our community.

As an architect, I am always preaching the great benefits of design and architecture to our clients, especially as they relate to health. I emphasize that architecture can directly impact an employee's productivity. In fact, an employee's workspace can drastically affect his or her well-being, attitude, level of effort, and ultimately, his or her happiness. This impact is not a result of aesthetics alone, but of an entrepreneur's planning strategies.

The message that I give others recently became one that I applied to my own business. I was offered an opportunity to purchase property that I could develop into a new office space for my staff of 26. Before I started conceptualizing, I knew that this new office needed to demonstrate our commitment to good environmental design and thoughtful planning. I also knew we needed to be budget conscious and save money in the short and long term. Here are some of the steps we took to ensure we collaborate to create a healthy and enjoyable work environment:

Placement Perfection

One architectural notion we explored was the philosophy of placement. By positioning key components of our space at particular locations, we could force interaction among people and reduce the sedentary nature of most common office environments. We created five different meeting spaces and spaced them out accordingly. Each space was designed to be visible and open, yet perform to the needs of our business.

Natural Light, Naturally

Another effort was our use of lighting. Numerous studies I've read cite the great value of natural light. Other studies highlight the significant impact of eye strain and fatigue on staff as a result of poor lighting design. To prevent that from occurring, we installed a device described as a "daylight harvesting system." It automatically reads the amount of natural light

coming in from outside and balances the artificial lighting to output a consistent level of light, significantly reducing eye strain. Also, we now provide ambient lighting, as well as individual-controlled task lighting, which lets employees control their lighting to suit their needs. I've noticed that these simple adjustments have yielded better performance by reducing fatigue and strain.

Goodbye Bland

Another step we took was to ensure that the aesthetics of our new environment promoted stability. By utilizing a variety of materials, colors and textures, we were able to create a soothing backdrop that inspired calm and encouraged employees to work more efficiently. We made it a point to blend subtle colors and opted for more soothing fare, such as earth-tone and pale hues. In choosing these colors, I have noticed a direct improvement on the state of mind of my employees.

After applying these steps to our new office, I have noticed that it has greatly impacted employee performance. Not only have we have had a significant reduction in employee time off due to illness, but productivity has improved and deadlines seem to be met more easily. What's more, in employee performance reviews, I am consistently told that the work environment is one of the best benefits we offer as a company.

Overall, implementing these three steps has helped me operate my business. It has also given me awareness that the modifications could ultimately promote higher productivity, which in turn, means a better return on our efforts. After seeing the results first hand, I now approach our clients and community with an even greater confidence in the message I deliver. From my experience, the right aesthetics and architectural design of an office create an environment that promotes comfort, stability and overall wellness. ☺



Christopher is a Principal of Meyers + Associates, Architecture, a firm that has received a variety of recognition for their architectural and interior design work. He is also the recipient of Business First's "40 under 40" award. Christopher can be reached at cmeyers@meyersarchitects.com.

WHEN HARM HITS YOUR WORKFORCE

WHAT I LEARNED WHEN FACED WITH EMPLOYEE INJURY



BETH KLOOS
EO CLEVELAND

You never really know how important employee health is to you until you're faced with a catastrophe. A few years ago, I dealt with an employee's near-death experience, and it was one of the most challenging things I've ever experienced as an entrepreneur. It all started with a single phone call.

On a normal work day, one just like any other, I called my office. Instead of getting a friendly voice on the other line, I received the following message: "This phone line has been put on hold for a 911 emergency. Please call at a later time." As you can imagine, I was flabbergasted. I thought I had dialed the wrong number or that the lines had been crossed somehow. I called back, and again I received the message.

Frightened, I called someone in the office and asked her about the message. She told me that there had been a serious accident and that the paramedics were taking one of my employees to the hospital. Being an entrepreneur, I know that there are risks involved in building and running a business. Though you'd never wish for anything to happen to a member of your staff, things do happen. I couldn't believe one of my own employees was hurt at work. As I took in the news, the employee on the other line added, "To be honest, it doesn't look good."

My first instinct was to ensure that the employee was okay and that he was given the best medical attention possible. I asked what hospital he was being taken to, and I went to visit him. When I arrived, the family was, naturally, in shock. They asked if I would stay with them. I stayed by their side and waited for the official prognosis. It was just a matter of time, it seemed, before we were given updates on my employee's condition.

The next few minutes turned into hours, and hours into days. Doctor reports came sporadically. There was a severe head injury and surgery would be needed to relieve the swelling. This was followed by a coma. It was a nightmare. All we could do was just wait and see. The longer he was in a coma, the chances for a positive prognosis worsened. Days turned into weeks, and we were all a mess.

During those trying weeks, I was thoroughly tested as an entrepreneur. Not only did I have to remain sensitive to the situation at hand, but I still had a business to run. Furthermore, I

had to ensure that my other employees were handling the situation in a healthy way. Now, I had faced my share of dilemmas—difficult clients, ornery employees, economic downturns—but this was different; this concerned the health of my employee. I remembered what I had learned from business school, and I took the necessary steps to stay focused during this tumultuous time.

One of the first things I did was notify my attorney. I informed him that I had an employee with a potentially fatal injury. The first thing he said was that if this was an Occupational Safety & Health Administration (OSHA) violation or some form of employee neglect, I could end up in jail. He then advised me to say "no comment" when the media shows up at my doorstep. Finally, he added, "Whatever you do, have zero contact with the injured employees' family." Jail was the last thing on my mind, I couldn't ignore the press and I had already contacted the family. I need more assistance, and more importantly, I need to cover my end of the crisis.

I began an investigation of the accident, took pictures of the site and documented the injury for Workers Compensation and OSHA. Next, I talked to other business owners that I knew had been in similar situations. They told me they were given similar advice from their lawyers, but that having no contact with the family was something they regretted. Some of them dealt with the media, though I was fortunate not to. Some of them dealt with fatal results, I did not. By reaching out to my peers, I was able to keep my business healthy and on track, as well as keep a watchful eye on my ailing employee.

In the end, everything worked itself out. Believe it or not, six weeks after the injury, the employee was healthy and back at work. What did I learn from this event? That the health and safety of your staff starts with a good safety program, routine inspections, great managers and supervisors, preventative health benefits that encourage employees to be healthy, and most of all, to always lead from your heart. ☺



Beth is President of R&S Corporation, the parent company to Haynes Manufacturing and OC Process Systems. Haynes manufactures food-grade lubricants and OCS engineers, as well as installs processing systems for food-manufacturing and pharmaceutical companies. Contact Beth at bkloos@haynesmfg.com.

THE MAGIC OF MEDITATION

GREG DE VRIES

EO SILICON VALLEY

I used to be “that” entrepreneur.

I was the guy who was always stressed out, feeling like something was missing in my life, unable to concentrate—the woeful works. It all started in 1994. I had created a computer software and consulting company that quickly took off. By 1998, I had nearly 100 employees, new business was pouring in and money was in the bank. During that time, I also got married and had my first child. Life was good! At least everything looked good on the outside.

Though I had all of this success, something didn’t feel right. Pretty soon, my health began to deteriorate. I developed high blood pressure, suffered from insomnia and was 35 pounds overweight. In order to relax, I needed to drink a beer or have a glass of red wine. In order to sleep, I needed a sleeping pill. I began to feel like I was slowly dying inside. I carried around a subtle sense of anxiety and the feeling that something wasn’t quite finished.

It was then that I discovered meditation. I had toyed around with meditation through my studies of self-development, and I noticed that it made me feel really good. So, I decided to research meditation. Before long, I was practicing a simple breathing meditation every day. By practicing 10 minutes of meditation each morning, I began to notice the following results:

1. My relationships began to improve
2. I began to sleep better at night
3. I had an easier time losing weight and keeping it off
4. Little things that use to send me into a rage didn’t seem to bother me anymore
5. My blood pressure dropped and normalized in a healthy range
6. I lost my desire for unhealthy choices and habits
7. That subtle sense of unrest was slowly being replaced with a sense of peace

The results astounded me. I began to study meditation and variations of its practice in depth. I attended seminars and weekend retreats, read literature on the topic, listened to audio books and met other practitioners of meditation. In 2005, I took things one step further by completing a course through the American Institute of Health Care Professionals. I became a Certified Meditation Instructor, and now I teach stress management and well-being exercises to various clients.

Looking back, it’s hard to imagine how much damage I inflicted on my mind and body. The food I ate, the stress I placed on myself, the constant worrying—it all put me in a funk. Now, I feel like a new man. And sure, meditation may not be for everyone. But for me, I found my calling. Throughout my experiences, I learned that what really matters most is how I feel about myself. No amount of business experience could have taught me that. 🧘

Greg de Vries (pictured above) is the Founder of EO Silicon Valley, as well as the owner of BTB Capital, an invoice-factoring company. As a certified meditation instructor and creator of www.meditationcoach.com. Greg teaches business owners how to live and lead better lives. You can reach him at greg@meditationcoach.com.



BREATHING MEDITATION

I tell my friends to practice this simple meditation every day for a week and see if they don’t detect a subtle positive change in the way they feel. I’ve found this to be wholly energizing, and best of all, it doesn’t eat into my day.

1. Turn off your cell phone, find a place you won’t be disturbed and set a timer for 10 minutes.
2. Sit comfortably in a chair, keeping your feet flat on the floor and your back straight.
3. Allow your eyes to gently close.
4. Take a couple of deep, full breaths and feel the air go all the way down into your abdomen. Hold it for a few moments and then exhale through your mouth, letting go of your cares and concerns.
5. Allow your breath to return to its normal and natural rhythm, inhaling and exhaling through your nose.
6. As you gently breathe, notice the point in your body in which you most feel your breathe. That point could be in your chest, stomach area or in your nostrils. Keep breathing until your alarm sounds. We call this the “anchor point.”
7. Keep your attention on the anchor point for the remainder of time.
8. If you become lost in thought or distracted by a noise in the environment, gently let go of the distraction and return your full attention to the anchor point.
9. Keep breathing until your alarm sounds.

CREATING HEALTHY EATING HABITS

WILL BURKE

EO SAN FRANCISCO

"You want us to take a holiday where?"

I was on the phone with my wife, Carissa, when I asked her to repeat herself. I was in the car, heading home from yet another long and stressful day, and I was looking forward to our lazy, gluttonous vacation.

She repeated what she had said, and it sounded just as strange the second time she said it. Her vacation proposal was to attend The Optimum Health Institute (OHI), a retreat in San Diego, California, USA, that focuses on improving your overall well-being through purifying and detoxifying the body, meditation and study. Exciting stuff.

In the beginning, the idea of "detoxifying" didn't sound too appealing. I was hoping for margaritas, sand and surf. But after giving it a shot, I found myself enjoying all aspects of the retreat, and I began to treat my body and mind with more respect. The biggest eye-opener was how I approached food and eating. Here are some of the valuable lessons I learned regarding what, when and how to eat:

1. THINK POSITIVELY

You can eat the healthiest of foods, but if done in a bad state of mind, the food won't be productive or provide you with energy. Likewise, you can counteract some effects of not-so-healthy food by thinking positively about it.

2. EAT REAL FOODS

It's good to go back to the basics and focus on natural, raw foods in their purest state. I was amazed how many raw alternatives there were out there that tasted great! I found I wasn't sacrificing much on taste by making this shift.

3. COMB YOUR COMBINATIONS

If you combine the wrong foods, your body spends the majority of its time on processing those foods, not translating the food's nutritional components into energy. Incorrect combinations include heavy meats with heavy starches, acidic fruits with sweet fruits, etc.

The retreat with my wife changed the way I approach my life. Since I learned how to eat right, I feel remarkably healthier, and I have increased stamina and energy. I've been told that I look healthier, thinner and younger! More importantly, I've learned to adjust my lifestyle for the long term and integrate healthy habits into all aspects of my life, including work.

Creating healthy eating habits has helped me become more focused on my business, which in turn, made me a better boss. I find I am less stressed, filled with more energy and able to power through more projects. There's no substitute for your health, and when you're running a business, staying on top of your game equals success. ☺

4. CONSUME IN MODERATION

This was a tough one for me, because I love to eat. However, by practicing restraint when eating, I was able to occasionally indulge without overdoing it.

5. FULLY CHEW YOUR FOOD

This may sound like a strange lesson (after all, you don't swallow an entire pie in one bite), but it's worth remembering. When you eat slowly, you will be more aware of the brain's signals that you are getting full.

6. WATER, WATER, WATER

It's nature's cure-all. Period.

7. FIND THE PERFECT PLAN

Nobody is perfect, and any eating plan has to fit within your life. You don't need to follow the program 100 percent to achieve results and succeed. I've learned to adjust to the rules, and now I enjoy my food *and* eat healthy.



Will is the Founder and CEO of Brand Engine, an internationally recognized strategic branding and design consultancy firm dedicated to designing successful and sustainable consumer brands that deliver positive business results. Will can be reached at will.burke@brandengine.com.



SHAWN PHILLIPS
EO COLORADO

ENERGY AND THE ENTREPRENEUR

As a business owner, there are very few things more precious than time. The entrepreneurial mindset dictates that we get up early, run late, rush here and race there— anything we can do to get more done in less time. Unfortunately, that means we spend less time focusing on ourselves and the seemingly “little things” that keep us energized, vibrant and going strong, such as exercise, eating right and a good night’s rest.

We long for more hours in the day, but the reality is we all get the same 24. That can’t be changed, but you can do something about it: Create more productive, results-producing hours. I’m talking about the sort of focused time that makes one hour more productive than most entire days. What may seem like a “time crunch” is the result of low, poorly managed energy. It is energy that powers your vital focus and keeps you on task and going strong. Thus, the key to higher output is mastering that energy. When you master your energy, you’ll find yourself enjoying more free time than you’ll know what to do with.

As a world-respected veteran in the fitness and nutrition industry, I was shocked to find myself in the “time crunch” trap recently. Believing I was strong and fit enough to break the rules, I pushed beyond the limits of the human body to meet a deadline for my latest book. The more fatigued I became, the harder I pushed. I exercised less, slept less and ate worse. I was working harder and harder for less and less results.

Finally, I took my own advice and opted for recovery. I rebooted my body and mind, and I was back on track. How did I do this? I followed the Seven Tenets of Energy Mastery. By applying these tenants, I was able to stop racing for results and start cultivating the energy that creates more time every day.

THE SEVEN TENETS OF ENERGY MASTERY:

1. EAT EARLY, EAT OFTEN

Start every day strong with a nutritious breakfast. It is the most important thing you’ll do every day. Afterward, eat small meals throughout the day to keep your energy going strong.

2. TAKE NO BULL

Avoid the sugar-loaded, caffeine-infused “energy” drinks. They pick you up and drop you flat. For moderate caffeine, go with green tea or quality coffee.

3. USE IT OR LOSE IT

Unlike fossil fuels, your energy is self-sustaining and renewable. The more energy you burn exercising, the more you create. If you stop moving, so does your energy.

4. H2O FOR TRUE ENERGY

Cool, fresh water is vital fuel for energy; keep it flowing from morning to night.

5. PROTEIN IS JOB #1

Start each balanced meal with protein. It will slow the release of carbohydrates and support steady energy for hours.

6. TURN OFF TO TURN ON

Turn your day into a series of sprints, rather than a long, slow jog. Go full out and then take seven minutes to recover every hour. When you set “off” time, you can stay “on” much longer.

7. GET INTIMATE

Keep a food-and-energy journal for seven days to learn what foods are elevating your energy and which are bringing you down. The wisdom gained in these seven days will serve for a lifetime.

Today, I keep these seven simple rules posted on the wall near my desk. On occasion, I need to be reminded that energy is the real currency of life, not time. We all get the same 24 hours in a day; what separates the “good” from the “great” is what you do with those hours. After all, life rewards results, not time and effort. These tenants have helped me harness a stream of vibrant energy to do more, be more and have more in life and business. ☺

Shawn (at left) is the CEO of Phillips Performance Nutrition, creator of the Full Strength Premium Nutrition Shake and author of *Strength for Life*. He has been a force in the fitness and nutrition industry for nearly two decades. You can reach Shawn at Shawn@FullStrength.com.



THE RULES OF EMPLOYEE ENGAGEMENT

HAZEL JACKSON
EO U.A.E.

Beyond the power of a sizable paycheck, I've discovered that employees worldwide are known to go the extra mile when it comes to amenities not linked to money. In today's business climate, companies possess a powerful untapped source of "discretionary effort" that lies in the hands of their employees. I'm talking about a reserve of productivity that, when encouraged, creates a healthy workforce.

Successful companies are increasingly realizing how to best unleash this productivity under the umbrella term of "employee engagement." In fact, it's quickly becoming one of the most powerful tools for business efficiency and workforce health. Companies intent on mastering employee engagement offer a wide range of lifestyle perks, all of which serve as powerful retention and talent-attraction tools.

It is proven that employees who are routinely recognized, communicated with, feel in control of their jobs and go to work knowing that they're contributing to a common goal, are significantly more productive than their "clock-in, clock-out" counterparts. Conversely, employees who are disengaged can be fatal to a company's bottom line, as they use vastly more resources to manage, can more easily spread negativity, can be disloyal and also have very low production levels.

During these times of economic uncertainty, I wanted to ensure that my staff felt as engaged as possible. In order to forge a competitive edge, maximize people-driven performance and attract and retain top talent, I implemented an employee-engagement plan. I began by focusing on effective communications, teamwork, career development and compensation and benefits. I've also found that strategic clarity is important in providing a defined picture of my company's purpose and goals, as everyone is clear on what they're working toward and what their responsibilities are.

Throughout the development of this plan, I learned that it can pay to audit my company and my workers regarding levels of engagement. Doing so can help them track improvements and bumps in

the road. Here are some of the key questions I asked myself in order to effectively gauge healthy employee-engagement levels:

- » Do I have high retention rates?
- » Do I feel a majority of my employees would relay positive messages about the company when speaking to outsiders, family and friends?
- » Do my employees feel informed about the company most of the time?
- » Has my staff, in the past seven days, received recognition or praise for doing good work?
- » Does my organization provide an environment for continued learning?
- » Does my organization have a dynamic and flexible employee-incentive scheme that offers more than just a cash bonus?
- » Do I regularly communicate my entire company strategy (purpose, targets, quarterly goals, etc.)?
- » In the past six months, has someone talked to the staff about career progression?
- » Is my staff made aware of and involved in celebrations of key milestones?
- » Do I have a set of benchmark values by which my staff lives?

I have found that the answers to these questions provide valuable insight into how I can improve my skills as a leader and better take care of my staff. By making the way I treat my staff a main priority, I hope to continually reap rewards in the form of a happy and healthy workforce. At the end of the day, if my employees are proud to be working for me, than I consider myself to be a successful entrepreneur. ☺



Hazel is the Managing Partner of Biz-Ability F2, LLC., a premier consultancy providing a range of practical, proven methods and programs to bring out the best in people. She can be reached at hazelj@biz-ability.com.

BUILDING AN ACTIVE OFFICE

LOUIS STACK
EO CALGARY



It was the spring of 1995. Ten years of building my business and five years of competitive ski racing were behind me. I was flying home from the World Championships of Speed Skiing in Finland to see my wife, who was expecting our first child. We had been married for nine months, and I was ready to raise a family and build my company.

At that point in my life, I was sick of flying and tired of training. I found myself wondering: How would I fit my new family, business and fitness into my busy life? After giving it some thought, I decided to start “active sitting.” To improve my confidence and reaction skills, I removed my executive chair and replaced it with an exercise-ball chair. The decision to focus on movement became the driving force behind my building a more active office.

When I was racing for Canada, I wasn’t too concerned about aging or the well being of my body. I felt I was bullet proof. But by the time I was 23, I had undergone one knee surgery and two serious foot operations, followed by months on crutches and painful walking. During this time, I learned that movement, specifically balance and mobility, are easy to take for granted and hard to get back once they are compromised. Maintenance, or “prehab,” proved to be a much better approach, and it helped me set good habits for a lifetime of active living. I took these lessons I learned and applied them to my business.

Today, my company is better than ever, and it all has to do with our active approach to health and wellness. I still make time for workouts and sports. When travel, business and life get in the way, I now have an easy, fun and stimulating health program I can do at my desk. I use a stand-sit desk, ball chair and various other surfaces to stand on while working. My employees use properly sized ball chairs, German-made Swopper chairs or sitting discs, all of which are engineered to increase maximum productivity and performance. As a team, we make it a point to sit for shorter periods of time and stand whenever possible. I’ve even placed balance boards in every meeting space to help promote better balance and proprioception (the body’s spatial awareness).

In my office, desks are fit to the person, not the person to the desk. Monitors are eye level to promote proper heads-up posture. Keyboards are low enough with pull-out trays so that shorter staff members don’t have to scrunch their shoulders to type. Our laptops are equipped with extension keyboards and hands-free headsets. The goal is simple: Keep the core moving and the spine in a good relationship with gravity. As a result, we are more productive, we have more fun and we have a greater appreciation for our health.

After 24 years in the rehab and wellness industry, I’ve learned that the key to good health is movement. Humans are designed to move and have done so for thousands of years in order to survive. Extensive sitting at work or while driving is a new thing in mankind’s evolution, and in my experience, it’s not good for us.

I like to remind people that balance is the essence of movement and movement is the essence of life. It’s imperative that the office environment is an asset, not a liability, to good health. Throughout my experiences, I’ve learned that an active office is a great place to invest one’s energy, and the return on investment is happy, healthy and productive people who make the best of their “9 to 5” everyday. ☺

Louis (pictured at left) is the Founder and President of Fitter International Inc. Since 1985, his brand, “Fitterfirst,” has been the world leader in providing professional and personal balance-training products that help people prevent and recover from injury. You can contact Louis via e-mail at louisstack@fitter1.com.

FROM THE BRINK AND BACK

LESSONS OF BUSINESS RECOVERY

WHEN THE WORST-CASE SCENARIO ACTUALLY HAPPENS

ADAM ROBINSON
EO CHICAGO

I started my business in 2004. By the middle of 2007, sales had grown to US\$4 million a year. I had 21 employees, a great culture and was a leader in the emerging Recruitment Process Outsourcing (RPO) industry. I had my sights set on the Inc. 500.

Being an upstart business outsourcing company means that you have a small number of customers who generate a huge percentage of your revenue. In my case, I had two clients on multi-year agreements, which together made up 75 percent of my company's business. Furthermore, running an outsourcing firm is incredibly capital-intensive. Combine a cash-tight business model with 300 percent growth, and I was one late-paying customer away from coming unglued. But with long-term contracts in place at these two large accounts, naively, I wasn't too concerned about losing either of them. I spent my time worrying about growth.

In October 2007, I lost my largest customer, which accounted for 40 percent of my company's revenue. They had announced a merger with a rival. Before I could wrap my head around it, my second largest customer used a loophole in my contract to back out. In the span of 60 days, I had gone from a revenue run rate of US\$4 million a year to an annual run rate of more than US\$1 million. I had US\$3.8 million a year to run the business. It was December 2007, and the proverbial "worst-case scenario" had just happened a week before Christmas.

Faced with the prospect of a total personal financial meltdown, I came up with a path to get through this self-caused catastrophe. It wasn't pretty, but I didn't have any choices. Decisions are easy when you're backed into a corner—I had to stop the bleeding immediately. We went from 21 employees to 5, overnight. I

cancelled every cancelable contract with non-core vendors, and I called my other vendors and explained my situation. Surprisingly, nobody pulled service. I learned what it means to have good suppliers.

I then called my bank and told them the news. Since our receivables were going to plummet—and my line of credit was secured by 80 percent of A/R—we were on our way to be unsecured on our US\$650,000 line of credit. Amazingly, they agreed to a 12-month forbearance. I learned that telling your bank the bad news is the right approach, no matter how much it stings.

My firm has since stabilized, and we're doing well now, despite the near collapse. While it's been a tough journey, I learned a lot about running a business in the process. For example, I learned that for most entrepreneurs, revenue growth is largely meaningless if it's not profitable. Thin margins always catch up to you. Second, I learned that cash flow forecasting is a core competency of any successful entrepreneur. Finally, I learned that I really am cut out for this line of work, despite my own constant self-doubt.

You can't learn this stuff in a book. You have to live through one or two worst-case scenarios to know what you don't know about being an entrepreneur. I'm glad that "managing a liquidity crisis" is no longer on my list. ☺



Adam is President of illum, a training and consulting firm that helps companies find and hire top talent using the award-winning Ionix Hiring System, which he developed in 2004. Adam is a noted recruiting industry expert and speaker. He can be reached at Adam.Robinson@illumallc.com.

In this special feature, we highlight three EO members who have gone from the brink and back in business. Discover how these entrepreneurs rebounded through hard work, determination and that little thing called the entrepreneurial spirit.

WHEN YOU LOSE, YOU LEARN

COLIN CAMPBELL
EO SOUTH FLORIDA

Sometimes it takes a major loss to really learn a lesson. In my case, that loss was my business; which had taken me seven years to build. Over the course of a year, I lost more than US\$100 million! How did this happen?

At 23, I launched an Internet service provider with my brother—this was before “the Web” even existed. Five years later, with two businesses in tow, we were the kings of the Internet in Canada. When we sold both of our companies, we had more money than we could ever imagine. Expensive wine, cigars, houses—we lived the good life!

Everything changed in a heartbeat. Some judge decided Microsoft didn't have the right to rule the world, and the NASDAQ collapsed to below 4,000. The company that bought ours had to pull its offering and wait for the market to rebound. The stock, of which I had a little too much, went from being worth US\$20 a share to just six cents a share, thanks in part to the dot-com bubble bursting.

I couldn't believe it! I had worked so hard, only to have it all fall apart. I lost everything. And it didn't just affect me—most of my management team had become millionaires over night before losing it all. Though I was miserable, I had to find a way to let go. I began to put all my energy back into what I truly enjoyed: The Internet. I created a new company, Hostopia.com, and found success once more.

What did I learn from my meteoric loss? That when faced with a monumental crisis, all you can really do is accept it and put yourself back in the game. I can't change the past, but I can certainly apply what I learned from it. As a corollary, in August 2008, one month before the financial crisis hit, we sold Hostopia.com for US\$120 million.

And yes, this time the shareholders got all cash. ☺



An Internet pioneer since 1993, Colin and partners have launched four successful Internet companies, including Internet Direct Canada, Tocows.com, Hostopia.com and GeeksForLess.com. Contact Colin at ccampbell@hostopia.com.

RECOVERING FROM DISASTER MODE

LYNN PARKER
EO SEATTLE

The current economic climate takes me back to 2003, the year my brand strategy firm was operating in disaster mode. We had not rebounded from the dot-com crash, were severely top-heavy and focused on an industry in decline. It wasn't looking good. In order to survive, we cut staff, created a plan to expand our horizons, and most importantly, we adjusted our focus. In order to rebound, we had to answer the following questions:

- What did we offer that was different and necessary?
- How could we productize innovations in a way that made their value clear?
- Should we eliminate any products/services?
- What was our vision for the company's future?
- What markets needed our expertise the most and how could we open doors there?

I learned from asking these questions that we had to re-assess our role in the industry and adopt a new approach in order to

survive and thrive. So, we got to work on a plan. We applied what we learned and put our company back on track. We focused on applying our technology manufacturing expertise to the healthcare industry, did deep layoffs and shifted our product offerings. Because we took the time to honestly ask ourselves the necessary questions and listen with open minds to the answers, we now have laser-sharp focus and a renewed commitment to our core promise as an organization.

What did I learn from this experience? First, that it's important to take an honest look at what your business can sustain in a time of disaster. Second, go back to the source: your customers. Figure out your role in their lives and do more of what's most valuable to them. Third, examine your business focus on a regular basis. Find the truth to those fundamental value questions now to avoid hindsight management later. Finally, invest in your business before it's on the line and make yourself more relevant. You'll never know what tomorrow brings. ☺



Lynn is the Co-Founder and Principle of Parker LePla, a brand-consulting firm that helps organizations align their strategies, communications and people to better live their brands. E-mail Lynn at lynnp@parkerlepla.com.

CARING FOR AGING PARENTS

MITCH WAKS
EO SEATTLE

Congratulations! You've mastered the art of work/life balance, you've raised beautiful kids and your company is growing like a weed. You're convinced everything is going great, but then the unexpected happens.

One day, you get a call from the hospital; your mother has just fallen and broken her hip. She needs an operation and six months of physical therapy. She can't live alone anymore and your father is in no shape to care for her. Worst of all, she's starting to show signs of dementia. What do you do?

Managing aging parents or in-laws will affect many of us at some point in our lives. Though the situation can be different for everyone, there are some general tips that can help you prepare for the journey ahead. Here is what I learned while caring for my aging parents:

Expect the Unexpected

When it comes to assisting your parents, you can expect their mobility to decrease drastically, sometimes overnight. You can expect memory loss ("No mom, I'm Mitch, your son. Bruce is your hairdresser.") and frequent trips to specialists. In addition, there may be more phone calls for help. Elderly people fall, struggle with depression from time to time and make more requests. My mom calls me for directions all the time now, often to places that she's been visiting for years. Parents may also experience incontinence, and you may be called upon to help them sort through their numerous medications. A lot of these needs and requests require time, which is something most entrepreneurs have little of.

Maintain Communication

There will be a lot of emotional conversations with your family, many of which should occur before you get that dreaded phone call. I have found that those who have important decision-making conversations before a crisis avoid a lot of stress later on. In my case, I talked to people who had gone through similar experiences and learned what worked for them. But most importantly, I talked to my parents and asked them what they wanted. I have noticed that most elderly people want to remain independent as long as possible. After all, it is their body and their life.

Survival Tactics

By taking care of my parents in their old age, I learned a lot about how to survive the emotional, mental and physical tolls that take place. These tactics helped me survive the tough times:

Learn to Laugh

How do you handle the challenge of caring for aging parents? A sense of humor is a good start. There were plenty of things to cry about, so I tried to see the humor in things. Like the time I got a call from the police saying they had my mother-in-law. Oh no, I thought. Did she rob a bank? No. She bumped her car into a police car. We all got a laugh out of that one.

Plan for Tomorrow

When my dad had a stroke and lost his speech, as well as his ability to drive, walk or read, things were hectic. Thankfully, some thoughtful pre-planning with our attorneys and family members made it more bearable when it did happen. I discovered that a healthcare directive or anything in writing that expresses your parent's wishes if they can't speak for themselves is invaluable.

Cover the Costs

The biggest thing I learned is to make sure there's enough money to pay for all of the necessary needs. Ninety-percent of healthcare costs are incurred in the last year of life. This is a large number, and planning early will help ease the burden.

Get Help!

No matter how hard you try, you can't do all of this on your own. I know, because I tried to single-handedly take care of my parents. It's best to look to siblings or professional help to share the burden. This way, you can still be productive in their healthcare and keep your sanity.

Shower Them with Love

It's time to give your parents the same affection and love they gave you growing up. The roles have been reversed, and now it's up to you to take care of them. It's an arduous journey, but there's room for laughter, love and plenty of family. ☺

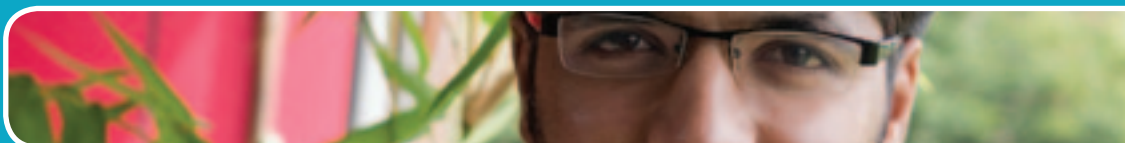


Mitch is the CEO and Owner of Cooperative Home Care and All-Staff Nursing, a wellness-focused business that offers in-home health services and staffing solutions for older adults and individuals with disabilities. Contact Mitch at mitch@cooperativehomecare.com.

GLOBAL LEARNING CALENDAR

EO Global events let you network with your peers from around the world, connect to experts from a variety of disciplines and create once-in-a-lifetime experiences. Make plans to attend at least one of these events, and discover the true power of a global community of entrepreneurs.

MAY



EO/MIT ENTREPRENEURIAL MASTERS PROGRAM

Class of 2009, Year 3 | 27-31 May 2009

Class of 2010, Year 2 | 24-28 June 2009

Class of 2011, Year 1 | 17-21 June 2009

Dedham, Massachusetts, USA

JUN



2009 EO FAMILY ADVENTURE **REGISTER NOW!**

30 June - 3 July 2009 San Diego, California, USA

AUG



2009 EO CANADIAN CONFERENCE **REGISTRATION OPENS 13 APRIL**

12-15 August 2009 Ottawa, Ontario, Canada

SEPT



2009 EO BARCELONA UNIVERSITY **REGISTRATION OPENS 2 JUNE**

30 September - 4 October 2009 Barcelona, Spain

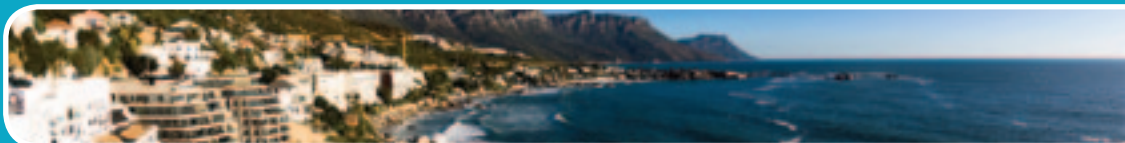
MAR



2010 EO ORANGE COUNTY UNIVERSITY

17-21 March 2010 Dana Point, California, USA

NOV



2010 EO CAPE TOWN UNIVERSITY

10-14 November 2010 Cape Town, South Africa

For more information or to register, please visit <http://events.eonetwork.org>
or contact events@eonetwork.org.

HOW ENTREPRENEURSHIP SAVED MY LIFE

GEORGE JOSEPH
EO HOUSTON

I have always had a passion for business. Growing up, I would work fervently at my parent's clothing stores, folding and re-folding clothes, ringing up customers and helping people pick out their wardrobes. Even as a child, I knew I wanted to be a successful business person—someone that made a difference in the lives of others. As I got older, that dream was put on hold.

I grew up in a small town in South Louisiana, USA, where alcohol flowed like the nearby bayous and temptations ran rampant. When I was 13, I smoked marijuana for the first time, not knowing where my curiosity would lead me. Pretty soon, I began drinking. My casual experimentation with alcohol and drugs led to a full-blown addiction that threatened any hope I had for a future. It had gotten to the point where my addictions began to override everything I loved and held dear.

This was a very difficult time in my life. My days were filled with mistrust, suspicion, fear, car accidents, hospital stays and friends dying from alcohol- and drug-related incidences. I began dealing drugs to support my habit. Thankfully, the local police department ended up firing me as CEO of that operation, and I was promptly thrown in jail. Little did I know that this arrest, while terrifying, was a sign of better things to come.

In 1981, at age 19, I accepted my attorney's advice and checked myself into the Baton Rouge Chemical Dependency Unit. I did this primarily to help my court case. Not only did it save my life, it helped me find my calling. While there, my counselors recommended I read a book called, *On Becoming a Counselor*. They thought I had a natural ability to reach out to others without putting them on the defensive.

I remember leaving their office, laughing and thinking, "They must be really hard up for help." I thought there was no way I could do what they did. Well, when fate knocks on your door, you have little choice but to answer. So, I read the book, and I began to feel a connection to the lessons I was learning. After my stint in jail, I dedicated my time to becoming a drug and alcohol counselor. Four years later, I became licensed in the state of Texas. Over the next couple of years, I worked hard to help others afflicted with addiction. Along the way, I became an entrepreneur.

In 1994, I was blessed with the opportunity to turn around a struggling rehab center that had about US\$300,000 annual revenue and was on the brink of bankruptcy. I was given 25 percent ownership and a minimal salary. Twenty-five percent of a negative number didn't sound very appealing. However, I took the challenge and used my passion and business skills to rebuild the company. Today, The Right Step has more than 200 employees and generates US\$14 million a year in revenue. To top it off, in 2000 I was named the national drug and alcohol counselor of the year.

It has been a long, harrowing journey from my parents' clothing stores, but I wouldn't trade it for anything in the world. Throughout it all, I learned that it's not about the roads you take, but the destination. Every entrepreneur is faced with some sort of dilemma in his or her life—whether it's something as serious as addiction or as tough as turning a business around. In the end, it's what you do with what you have that makes you truly successful, as an entrepreneur and as a person. ☺



George is the CEO and Founder of Spirit Lodge and The Right Step, renowned rehabilitation centers located in and around Texas. He has 24 years of experience in the field of health and wellness, and has been recognized as "National Counselor of the Year" by The Association of Addiction Professionals. E-mail George at George.Joseph@rightstep.com.



THE RESILIENCY FACTORS

HOW TO BOUNCE BACK FROM ADVERSITY

ROSEMARIE ROSSETTI, PH.D.

EO SPEAKER

EVER WISH you could get over a tragedy, bounce back and get on with your life? Resiliency is the ability to get through, get over, get past and thrive after a trauma, tragedy or tribulation. A person who is resilient is better able to withstand a challenge, survive it and come out triumphant. What's more, they are able to maintain happy and successful lives, despite their setbacks.

So how, exactly, do people bounce back? What can a person do now to build the skills that will be needed in the future? After a paralyzing spinal cord injury in 1998, my life, at first, seemed to be irreversibly altered. But gradually, I started to regain function and get stronger on a personal and professional level. In the process, I discovered there were many factors that affected my ability to become more resilient. They included:

Recognizing Relationships

Most critical to my success was the strength and scope of my relationships with others. I felt so connected to my husband, friends, family, colleagues and neighbors, and I leaned on them to help me grow. I recognized the value of my relationships, and I took inventory of the quantity and quality of the relationships in my life. Ultimately, I had to determine if they were strong enough to sustain me in my efforts to come back from tragedy. By surrounding myself with the right people, I was able to make headway on my goals.

Willingness to Learn

Another factor in my resiliency was my curiosity. I tried learning new ways to do things that I previously could do without even thinking. I had to learn how to get out of the wheelchair and into bed, drive a car with hand controls and dress in the wheelchair, among other difficult transitions. My curiosity and tenacity to learn anew was a key factor in my success. After seeing the results, I was driven to keep learning new things and test myself to produce the greatest outcome.

Problem-Solving Abilities

The third factor was my ability to solve problems. As I faced personal and professional dilemmas, I thought about the difficulty the situations created. Many times, my inabilities to perform were due to my limited physical strength and flexibility. In order to succeed, I had to figure out a different approach to solve a problem. For example, since I couldn't stand, I adopted an alternate option. I purchased an adapted device—a "reacher"—to get items from high places. By learning to adjust to problems and find alternate solutions, I was able to achieve my goals.

Performance Motivation

The fourth factor of resiliency is the motivation to perform. At times, the limits I faced were due to a lack of motivation, rather than a lack of skill. I kept thinking to myself, "If my life depended on doing this, could I accomplish this task?" If my answer was, "Yes, I could do this task," then I simply wasn't trying hard enough, didn't want it bad enough or wasn't pushing myself enough. By motivating myself, I was able to accomplish more, and I became far more resilient in the process.

Like a rubber ball, we each have the ability to bounce back when tragedy strikes. In my experience, the ingredients we need to bounce quicker and higher are the strength and scope of our relationships with people; a curiosity to learn; the ability to solve problems; and the motivation to perform. Gathering these ingredients takes time, practice and commitment. When combined, it ensures you can face any predicament and come out a better, stronger person. I know I did. ☺

Rosemarie (pictured above) is an internationally respected speaker, trainer, consultant and author who uses her experiences with adversity to educate global business leaders. She is also the president of Rossetti Enterprises Inc. and Fortuna Press LLC. You can contact Rosemarie at Rosemarie@RosemarieSpeaks.com.



MAXIMIZING YOUR **HEALTH** WHILE BUILDING YOUR **WEALTH**


DR. GABY CORA
EO SPEAKER

In an ideal world, we would spend eight hours of our day at work, another eight in recreational activities and the last eight hours asleep. The true question is: How many of us live in that ideal world? Not many.

In the real world, most entrepreneurs work 12- to 16-hour days with little recreational time and even less sleep. We are busy worrying about how to keep our companies afloat, handle the emotional toll of lay-offs and prevent downsizing. This has never been more true than now, thanks to the current global economic crisis.

While entrepreneurs are trying their best to hold on to their wealth—often doing the work of two or three people—being on the go 24/7 is counterproductive to high performance and increased productivity. In some instances, we work so much that the pressure starts taking a toll on our health. Too much stress can trigger anxiety, depression and other health problems. It is only when we refresh our minds that we are able to make sound decisions that impact our problem-solving abilities and the future of our business.

HERE ARE SOME TIPS ON HOW TO MAXIMIZE YOUR **HEALTH** WHILE BUILDING YOUR **WEALTH**:

1. **Focus on the effectiveness of work hours rather than the number:** How do you use your work hours? If you keep track of your activities, you may learn how you distribute—or waste—your time. By managing your time effectively, you can complete more real tasks and save on stress in the process.
2. **Set up clear priorities:** Take a good look at your priorities. Make sure you achieve what is high on your list and discard anything with low priority. It's time to let go. If you claim that everything is an emergency, you will be responding to fires all the time, rather than instituting ways to increase your wealth.
3. **Have a plan:** Most people don't have a plan, and those who do leave it in their drawer without checking their progress. By having a plan, you can follow your progress and decide if you're achieving your desired goals. Without a plan, you will end up busy and exhausted, and you'll see your work suffer in the process.
4. **Cut down your working hours:** What would you do if you were forced to work fewer hours and be more efficient with your time? Unfortunately, many entrepreneurs feel pressured to do this after they have become too sick to work or entangled in a personal crisis. By creating a sense of urgency before these things happen, you can force yourself to become more focused, effective, efficient and productive.
5. **Effectively maximize your nutrition, exercise, sleep and relaxation:** If you're a successful entrepreneur, you are certainly leading under pressure. You will need to find time to eat healthy, exercise routinely, sleep six to eight hours without interruption and relax. It's not a matter of whether someone who is overworked will exhaust his or her energy, it's a matter of time. If you take the initiative to improve these aspects of your life, you will find that each helps you de-stress on a daily basis, letting you focus more on building your business. 



Gaby is a celebrated wellness doctor and coach, best-selling author, keynote speaker and guest lecturer. She is also a wellness consultant to Fortune 500 companies. Gaby last spoke for EO at the 2009 EO LAC Conference. She can be reached at gcl@drgabycora.com.

GETTING A PULSE ON YOU AND YOUR COMPANY



GREG CRABTREE

EO ATLANTA

For years, I have heard about the benefits of an executive physical through Healthnetwork Foundation. I have always considered myself to be pretty fit, but having recently undergone this health check, I learned so much more about my body, the value of health and the impact it has on my personal and professional life. As it turns out, these super-charged physicals are just as vital for me as they are for my business.

I make my living helping businesses forecast cash flow and business performance, so I wanted a medical exam that would be in depth enough to forecast my own health path; an exam where the doctors would work hard to understand my lifestyle and time constraints. As an entrepreneur, I understand that my health and the health of my company are critical to my success. So when I called Healthnetwork about the executive physical, I knew it would give me an edge in work and at home.

What inspired me to get this executive physical? I was disappointed with my family doctor's exam, as well as how they limited their review to what the insurance or a small out-of-pocket fee would cover. I also asked myself the following question: "If I could optimize my company's performance, would I spend a day meeting with as many business experts as I could? Better yet, if someone scheduled these experts so that I could go from one meeting to the next, would I pursue it?" Absolutely. So when it came to my health, it was a no-brainer—I called Healthnetwork.

Once I was mentally prepared to take the executive physical, I found the hardest part of the process was finding time for the exam. Wanting to make things as easy and convenient as possible, I turned to Healthnetwork for assistance with scheduling. All it took was one call, and everything was prepared immediately. No hassle, no worries—all I had to do was show up and give them my time. When I arrived, I went from appointment to appointment without waiting, and everything was done with professionalism and precision. Overall, my day lasted from 7 a.m. to 2 p.m. with an hour break for lunch. That's incredible in our current medical environment!

Spending a day with so many medical experts all focused on my physical condition was an amazing experience. Only through this approach did I get a health plan based on real analysis that fits me, and not generic information found in men's health magazines.



Was it worth the money? Let me put it this way: I could have easily spent the same amount on a strategic planning meeting or consultant, and my health is far more important than a meeting. For the level of diagnostics and the number of specialists I saw, it was worth every dime. I encourage everyone to learn more about executive physicals and to consider pursuing the exam. I believe this health check-up is far too important to ignore and Healthnetwork makes the whole process so simple. ☺



"Most of the executives I see spend so much time working on their businesses and not enough time taking care of themselves. Trust me: You need to slow down, even if it's just for a day, so we can review your health status and help you develop a plan to prolong and enhance your productive years."

George Sack, M.D.

Medical Director, Johns Hopkins USA

healthnetworkSM
Foundation

The Healthnetwork Foundation, formerly Inventory of Skills (IOS), is a dynamic non-profit focused on providing its members with information and access to world-class hospitals and best-in-class physicians. Healthnetwork reports that requests for executive physicals remain one of the top three reasons why EO members have called them in the past five years. For more information, please call **+1.440.893.083** or visit **www.healthnetworkfoundation.org**.

Greg (pictured above) is the CEO of Crabtree, Rowe & Berger, PC, an accounting firm that helps business owners see beyond numbers to develop systems and organizational structures to meet financial goals and priorities. Greg is also a Director on the EO Global Board of Directors. You can contact him at greg.crabtree@crbcpa.net.

QUOTED & NOTED

London Restaurant Receives Coveted Star



EO UK-London member Bernard Yeoh's restaurant, Kai Mayfair, was recently awarded a Michelin Star by *The Michelin Guide*.

The guide awards one to three stars to a small number of restaurants of outstanding quality.

Cleveland Company Honored for Best Practices



EO Cleveland member Frank Fantozzi's company, Planned Financial Services, was named one of the Council of Smaller Enterprises'

(COSE) best "Ten Under 10" for 2008. Each year, COSE honors 10 companies with 10 or fewer employees who have been in business for more than one year and offer best practices in innovation, growth, success, value, diversity promotion and customer service excellence.

EO Winnipeg Member Wins Prestigious Award



EO Winnipeg member Elizabeth Gage was recently awarded Manitoba's 2008 "Women Entrepreneur of the Year" award.

The award was given on behalf of The Women Business Owners of Manitoba, Winnipeg Chapter, which supports and inspires excellence, learning and growth in business.

Philadelphia Member Recognized for Success



EO Philadelphia member John Ratliff was honored as the U.S. Small Business Administration's (SBA) 2008 "Entrepreneurial

Success Award" winner for Delaware and the Mid-Atlantic Region. The SBA awards program was designed to recognize outstanding entrepreneurs who are building and leading dynamic and growing businesses on a state, regional and national level.

UAE Member One of Asia's Influential Entrepreneurs



EO UAE member Nailesh Khimji was recently named by *Ahlan Masala* as one of 2008's most influential entrepreneurs in

Asia. Nailesh is credited with guiding leading corporate house Khimji Ramdas' aggressive expansion into the supermarket sector, a move that led to the company becoming the number one supermarket chain in the Sultanate of Oman.

DC Member Company a Pacesetter



EO DC member Michael Mahoney's Brittenford Systems, a professional services firm in the Mid-Atlantic region, was chosen by

the editors of *Accounting Technology* magazine as a "Technology Pacesetter for 2008." The magazine gives this annual award to 100 organizations across the US that market financial midmarket applications.

EO Sydney Member Wins National Business Award



Naomi Simson, EO Sydney member and Founder of RedBalloon, was awarded the 2008 "National Telstra Business

Women's Award - Innovation". This prestigious award had more than 4,000 entries, and it recognizes women who have developed a commercially successful innovation.

EO's Outside General Counsel Joins Elite Law Firm



Andrew Sherman, EO's legal counsel for more than 20 years, is joining Jones Day, one of the world's leading law firms. Jones

Day serves as counsel to nearly 300 of the Fortune 500's multi-national companies, and has been the worldwide leader in mergers and acquisitions for 33 consecutive quarters. With this move, Andrew will be in a position to serve EO's emerging growth on a truly global basis.

Switzerland Member Earns Highest Accolade



EO Switzerland-Zurich member and CEO of Zaunteam Franchise AG Walter Huebscher recently won Ernst & Young's "Entrepreneur

of the Year" award in the Trade/Services category. Regarded by the Swiss business world as the highest of accolades, the awards are given to businessmen and women in recognition of their outstanding entrepreneurial achievements.

Share your news with your EO peers by sending a detailed e-mail to octane@eonetnetwork.org. Please include a 300 dpi headshot with your submission.

THANK YOU TO OUR PARTNERS

EO's partners make it possible for us to provide you with outstanding learning events, new benefits and other opportunities that make your membership experience valuable. Through these important relationships, we can continue to create programs that support growing and successful entrepreneurs as we pursue our vision to build the world's most influential community of entrepreneurs.



THANK YOU TO OUR
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EO ASKS: WHAT HAVE YOU LEARNED ABOUT HEALTH?

"I've learned that you can have all the money in the world, but without your health, you can't enjoy it. It's important to devote your time to getting healthy and staying fit."

RAEWYN BAILEY

EO BRISBANE

"Unfortunately, in the busy world of managing and creating businesses, healthcare usually falls in the bottom end of priority schedules. I try to remember that being healthy and having a focused mind can help me make better decisions."

SAMER KURDI

EO SAUDI ARABIA

"I've learned to stay healthy and stress-free by following one rule: I work as hard as I want, but my weekends are sacred. I save those for domestic bliss."

MONTE SINGMAN

EO SHANGHAI

"Water does wonders. I have found that drinking loads of water daily keeps me healthy. I also make it a point to eat a lot of vegetables."

CHOCKO VEE

EO BANGALORE

"There's an adapted quote from Adrian Gore that I hold dear: 'Half an hour of exercise a day to spend an extra 10 years with your kids— what do you not understand about that equation?'"

DAVID SMOLLAN

EO SOUTH AFRICA

"I've learned to listen to the signals my body sends me. I also try to get in as much exercise and sleep as possible, and to watch what and how I eat."

KARL FUNKE

EO GERMANY-MUNICH

"I've discovered the importance of feeding my mind well. Keeping a healthy mind is a must. It helps me maintain perspective on everything."

SHARI WYNNE

EO AUSTIN

"I've found it's incredibly important to keep my employees healthy. I do this by bringing a yoga instructor in to the office once a week."

MIRIAM HERZ

EO COLOMBIA



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