

LIVING THE

# ZUBERANT LIFE

GAIN | LIFE | FLOW



IAN JONES  
PAUL BLACKBEARD

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Tobias Cornille

# Dedication

To all members of our global tribe, each on their own personal journey to experience an active Zuberant Life. The knowledge we share in this book is designed to support, empower and allow you to inspire others on the Zuberant Life journey of mind, body and soul to gain | life | flow©.

# Acknowledgements

To our families and friends for their support and encouragement.

In particular we thank Richard Biesheuvel for his unwavering support and belief in the concept, and in the benefits that Zuberant Life can bring people.

To our Social Media Manager, Cody Hudson for your enthusiasm, inspiration and wisdom. Good luck with your 7 Summits Project. To the members of our Advisory Board and as well as to all the numerous sources of knowledge and written insights we have been exposed to on our personal journeys, thank you. To the many sportspeople, sports clubs and members of our Alpha Group who acted as early day research and sounding boards, thank you.

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Finally, to Jennifer Marr, our editor, for unravelling the meaning of our words for greater clarity for our readers and Erin Teh for doing such an outstanding job with our layout and graphics.

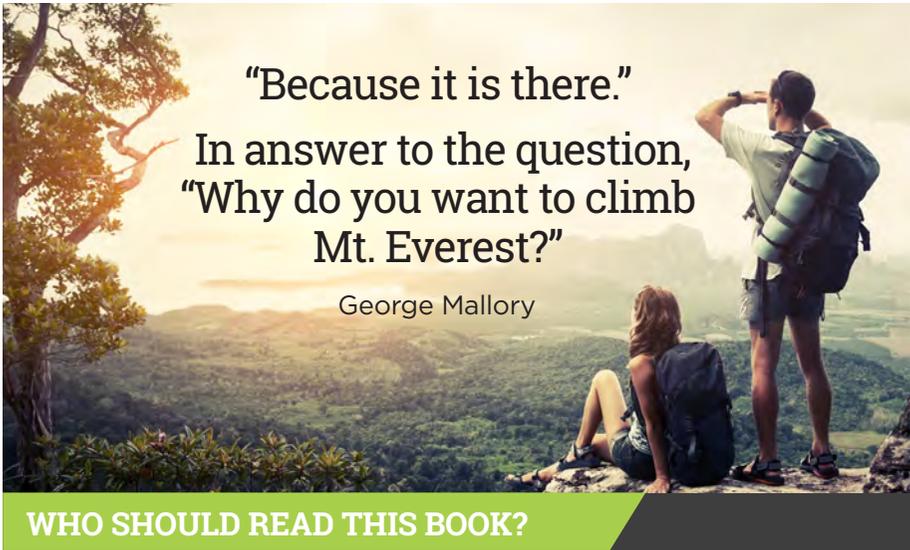
We thank you all.



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# Introduction



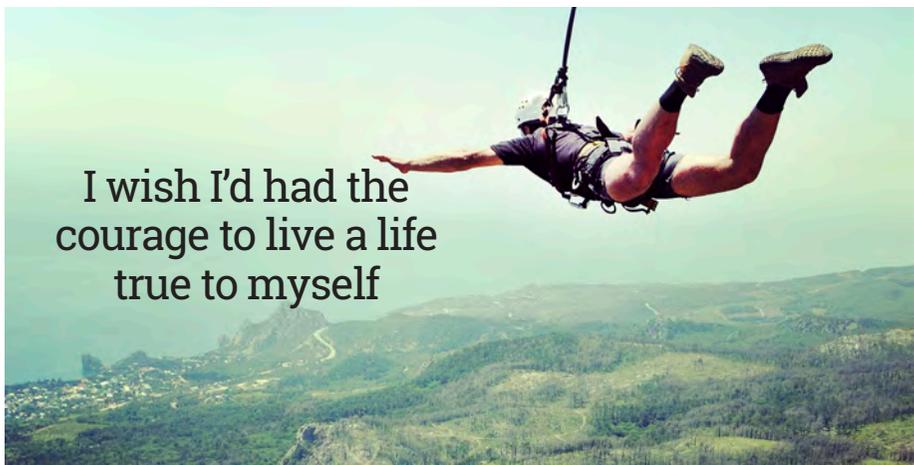
- Are you keen to increase your level of awareness, personal growth, connection with your essence and with other like-minded people?
- Do you strongly identify with one or more endurance sports activities?
- Is it important for you to have a physically active and healthy lifestyle?
- Perhaps you are not as active now as you used to, or might like to be, but are realizing that you have a passion that still lies within?
- Maybe you feel stuck in a rut, somewhat disconnected, are asking yourself what your core purpose is or are beginning to search and question?
- Do you sometimes feel the fire in your belly, the drive to live an extraordinary life, rather than one where you wish you had made more of it?
- Or perhaps you are interested in how you can recognize those serendipitous circumstances that have the potential to open up life changing opportunities?

**If you answered yes to any of these, then read on as this book is for you.**

Because we're sure that you want to wake up each morning and think, *"I am so excited by the opportunities that today might hold"*. To live a well-lived life, a life lived well and unlock the potential within. No doubt you want to avoid having regrets at the end of your life. Bronnie Ware is an Australian nurse who spent several years working in palliative care, nursing patients in the last weeks of their lives. She recorded their dying epiphanies in a book called [\*"The Top Five Regrets of the Dying."\*](#) The number one regret shared by her patients was, *"I wish I'd had the courage to live a life true to myself, not the life others expected of me."* She writes, *"When people realise that their life is almost over and look back clearly on it, it is easy to see how many dreams have gone unfulfilled"*<sup>1</sup>. What is a life in which you had not expressed yourself, not kept in touch with friends, not pursued a fulfilled life? Imagine thinking back on your life knowing the outcomes were a result of the choices you had made?

So, the question becomes... What do you want for your life?

Because we believe that in order to optimise your life, you will need to take a holistic approach. Just as a jigsaw puzzle will only reveal its full picture if someone bothers to put all the pieces in place. Within the pages of this book we have done this for you. So, if you want to see the full picture, this is for you.



<sup>1</sup> Ware, Bronnie. "The Top Five Regrets of the Dying, A life transformed by the dearly departed." Hay House. 2012

If you ever doubt yourself, or think you're too old, or not talented enough, then consider 🎥 [Deshun Wang](#) from North Eastern China. At age 80 and with a physique to put most 20-year old's to shame, he has been a sensation on the catwalk as a model. The truth is that it's never too late to revitalize yourself.



So, you will find this book valuable if you want to know the components for gaining life flow by living a fuller, happier, more energised and healthier life. A life which will open you up to your full potential. Ultimately, this book will help you reconnect to your own conscious thought, increase your awareness of YOUR life's purpose and show you how to achieve what you aspire to. This is our commitment to you.

## WHY WE WROTE THE BOOK

Initially we came together after discussing our individual visions for people doing endurance sports. Through our experience we found these individuals were also people who wanted to get more out of their lives through personal growth. Added to this we knew that statistically speaking we are all likely to live a long time. As the book, *“Younger Next Year”*, states, *“We continue to grow as people throughout our lives, and the years from our fifties onward are times of enormous personal growth, change, and reinvention<sup>2</sup>.”*

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<sup>2</sup> Crowley, Chris, Henry S. Lodge, Bill Fabrocini P.T. C.S.C.S. *“Younger Next Year: The Exercise Program: Use the Power of Exercise to Reverse Aging and Stay Strong, Fit, and Sexy”* Workman Publishing. 2005

Therefore we wanted to write a book of practical guidance and insights, sharing what we had learned and discovered, and providing a template for understanding the complex, beings we are, in a way that you could easily apply yourself.

Ultimately our aim was to provide you with a pathway for your journey to the next level, as we knew that there were many, just like you, who were interested in enriching and empowering their lives. The ideas and concepts presented in the book have deep theoretical roots and are drawn from our own experience and the thinking of many wise and thoughtful people. We have been fortunate to have been exposed to these philosophies and combined with our own insights, we believe we have something valuable to share. Therefore, we hope that you can access learning and fast track your own development. This is the aim of our work.



## HOW TO GET THE MOST FROM THIS BOOK?

The topics covered are introductory in approach and you are encouraged to deepen your knowledge and understanding through further reading.

We've observed that the many contributing elements of a life's journey can show up in any order and, in the same way, the sections of this book can be read in any order you choose. *The Zuberant Model*® is an integrated model and each element is valid and interacts with every other element. Additionally, it is helpful to refer to the model and re-read sections where necessary to connect all the ideas and digest the concepts.

It does however make sense to think about your *meaning and purpose in life* first before you plunge into some of the other sections.

There are a number of Workboxes which are designed for you to ask questions and consider your answers. With these take a few moments to contemplate your own story and apply your understanding to the relevant section.

We do recommend that on first reading, you read the initial few chapters and then, after the section on *meaning*, feel free to dive in anywhere. Then read, think and work through the Workboxes provided.

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## PRACTICE WORKBOX

What is most important to you right now?

(think about what is consuming your time and energy the most)

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What are you really looking for?

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What would make you most happy?

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What stops you from having it?

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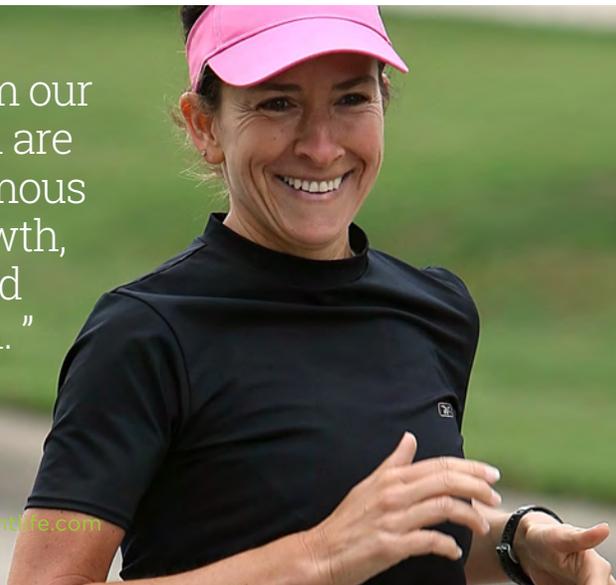
What would make a difference in your quality of life  
(wellbeing)?

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“ the years from our  
fifties onward are  
times of enormous  
personal growth,  
change, and  
reinvention. ”





WHAT IS A  
**ZUBERANT  
LIFE?**

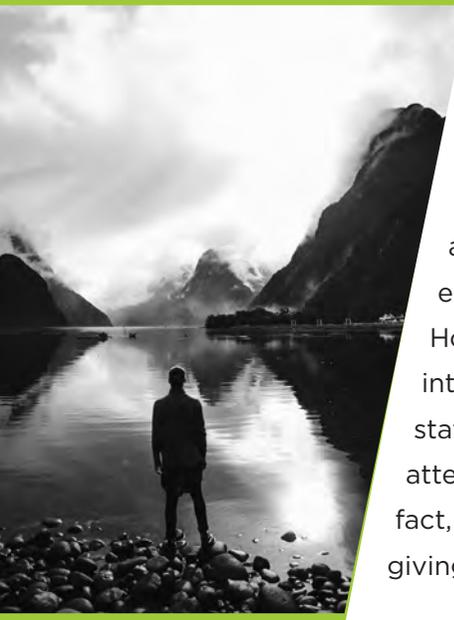
chapter  
01

“to live is the  
**rarest** thing  
in the world.

Most people  
just exist.”

*Oscar Wilde*

Have you ever felt a time when you felt fully alive, so engaged with what you were doing, and experiencing it seemed like time was no longer relevant? Envisage that experience. What were you feeling? How did your body respond? What could you sense? What was in your consciousness



Many of us have experienced an exhilarating state during physical activity. Endurance sports are well known for providing the conditions that lead to that peak experience - that feeling of sheer exuberance - or **zuberance** as we call it. Some call it the runner's high, although it can apply to all endurance sports. Any activity that results in sustained effort and rhythmic breathing can be a manifestation of an endurance activity - running, swimming, paddling, dancing are everyday examples. With it you finish your endurance session mindfully energised and with a sense of peace and goodwill. Once felt, you want to experience it all over again. Plus, the promise of the astonishing flow-on effects of this state entices, teases and leaves you wanting more. However, in order to describe the uniquely intangible, sometimes elusive, yet very real state of zuberance, we cross into the realm of attempting to describe the indescribable. In fact, we chose the word **zuberance** as a way of giving fresh meaning to this existential state.



# PRACTICE WORKBOX



Have you ever experienced a state of zuberance during an endurance activity?

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What were the circumstances?

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How did you feel?

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Importantly the afterglow of the transient state of **zuberance** has the capacity to endure and pervade into all areas of life. A **zuberant** life is a sustained version of this, in which you reach the possibility inherent in your life.

**“Zuberance is a holistic,  
integrated inner  
state which occurs  
simultaneously across the  
three key human aspects  
of body, mind and soul.”**



**Zuberance** impacts many areas of the human experience and is particularly accessible to all athletes. If you are physically active, enjoy any endurance sport or activity, you are an athlete – whether it's in running, swimming, hiking, cross country skiing, paddling, cycling, surfing, mountain climbing or one of many other aerobic, endurance sports. Also, this definition still applies whether you're completing the equivalent of a 5km run or a 42km marathon in your favourite endurance activity.

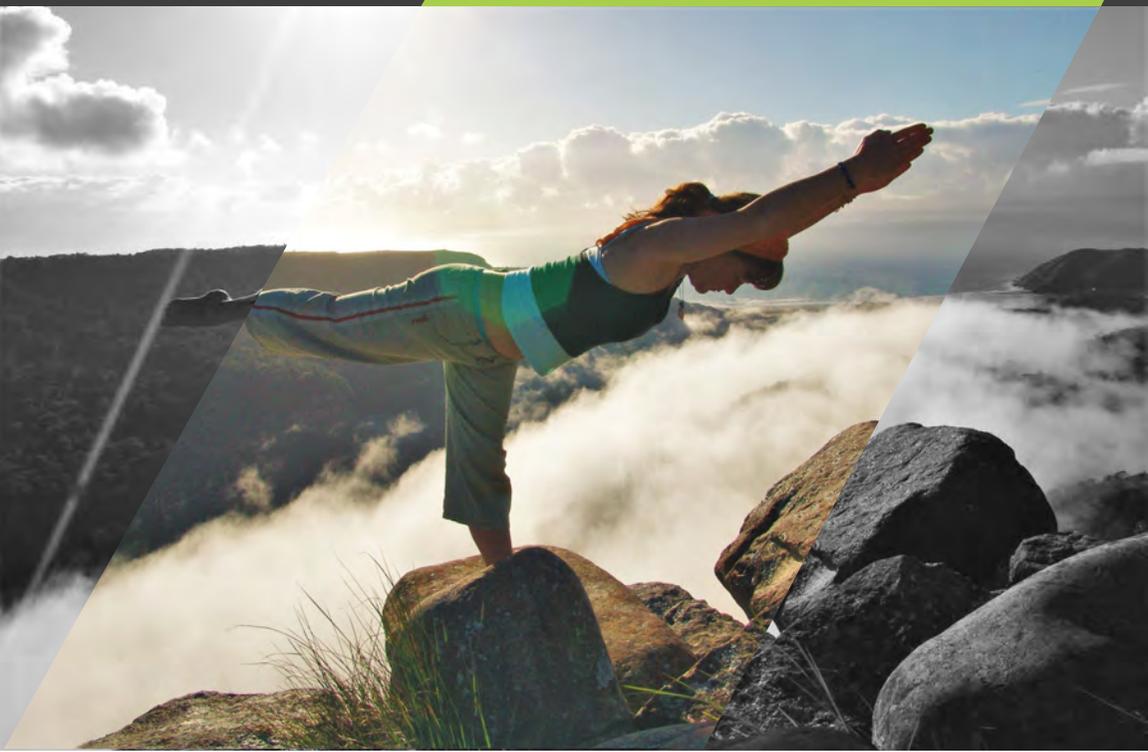
Interestingly, gaining this state of **zuberance** is not likely to happen every time you go out for a run or swim, but once felt, the feeling is always remembered and often pursued. In fact, some people say they will give anything to recreate it, to feel this way again. Once you are aware of the existence of **zuberance** and the life fulfilling practices that you can adopt for a sustained zuberant life, you will understand why we want to share this with you.

## SO WHAT IS A ZUBERANT STATE?

At its most fundamental level, zuberance is a holistic, integrated inner state which occurs simultaneously across the three key human aspects of body, mind and soul. Describing the runner's high in *"The Heart of Running,"*<sup>3</sup> the author Kevin Everett calls it a discovery of a flow state. *"A flow state is the highest level of being where you feel and perform at your best. It is the edge you seek. It is the purpose you need."* It is the heart of your endurance sport. You encounter zuberance when you are in a full state of being, are fully engaged, present to the moment and in a state of flow. Here all senses are connected, not just inwardly, but are also outwardly to other people, to your environment and to the totality of life around you.

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<sup>3</sup> The Heart of Running, How to achieve The Runners High by Sparking Passion with Every Heartbeat, Breath, and Step, Kevin Everett, 2016



## HOW DO WE EXPERIENCE IT?

We have heard many athletes reporting ***zuberant*** experiences, each using their own words but describing their uniquely personal experiences with this altered state of being. At the physical level, you encounter the pure unadulterated feeling of energy, exhilaration, vibrancy and inner well-being. All senses are integrated and experienced in one fluid moment, or series of moments. The body becomes the mind and the mind becomes the body. Physiologically, part of the feeling is no doubt driven by the endorphins released through the consistent movement of the body during endurance sports. These endorphins interact with the opioid receptors in the limbic region of your brain which reduce your perception of pain and trigger a positive feeling within the body. This energising feeling can be a result of intense physical activity or workout and is often described as euphoric.

## For Ian, his most profound encounter with zuberance



As if experiencing an almost unbearable lightness of being, my soul filled with gratitude, my heart unleashed, and I felt unified with other runners nearby. This euphoric feeling swept me forward up the trail."

**Ian Jones Endurance Athlete and Founder of Zuberant Life**

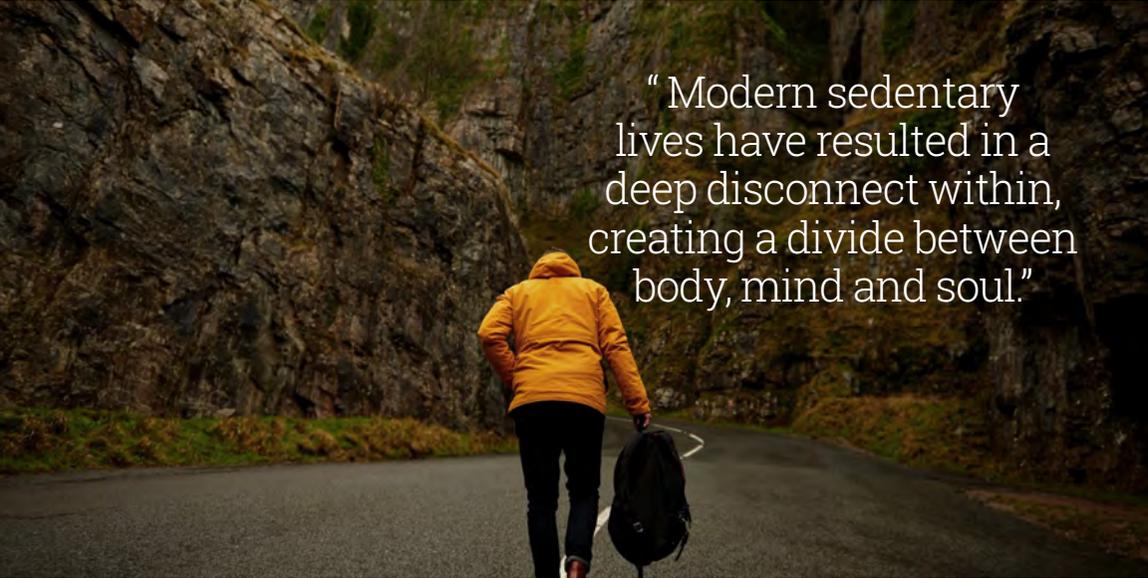


was whilst competing in the 2016 Off Road Mountain Motatapu Marathon on the South Island of New Zealand. During the race, as he made his way up an incredibly picturesque valley, he suddenly experienced a deep sense of connection and complete oneness with his surroundings. As he explains, "Seemingly without effort, my thoughts and feelings became one and my consciousness melted into a deeply meditative state as I was running. It was as if my very soul unfurled to embrace the luxuriantly green, stream-filled valley around me. I felt at one with the pristine rock which burst through the verdant valley floor beside the trail as I travelled on upward to the crest of the pass. My mind was absolutely still. Trancelike. Time became insignificant and yet I felt intensely present and aware in the moment.

For different people doing endurance sports zuberance can be perceived as diverse sensory experiences. For example, it may be the sensation of feeling every grain of sand under your feet as you run across the beach or simultaneously feeling one with the wind, the ocean and the waves caressing the aqua blue shoreline. However you might have experienced it, once felt it is never forgotten.

## WHY DOES ENDURANCE SPORT ELICIT ZUBERANCE?

Endurance activities are like a dance of **mind | body | soul** in the moment. They are immersive experiences that can take you into a new level of awareness and the zone of zuberance. Humans evolved with endurance as a core survival attribute and are the dominant endurance animals on earth. The truth is we are naturals - if we trust the capabilities of our bodies. In the context of running, where successful hunting required an ability to outlast prey, this is explored in the fascinating book, *“Born to Run”*<sup>4</sup> by Christopher McDougall and in his talk titled *“Are We Born to Run?”*<sup>5</sup>



“Modern sedentary lives have resulted in a deep disconnect within, creating a divide between body, mind and soul.”

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<sup>4</sup> McDougall, Christopher, “Born to Run” Profile Books, London, UK 2010

<sup>5</sup> McDougall, Christopher, “Are We Born to Run?” TED Talks, [www.TED.com](http://www.TED.com)

Endurance sport is attractive for many reasons; however, a compelling benefit is that it reconnects you to your body in a way that only pure physicality can. Research out of Cardiff University supports the idea that our modern sedentary lives have resulted in a deep disconnect within ourselves, creating a divide between body, mind and soul. Now, not only do we live in a world where our bodies are no longer used for sourcing the basics of survival, we see that physical activity has been reduced to the point where people living in the developed world can go for days without needing to raise their heart beat much above resting rate.<sup>6</sup> So it is perhaps not surprising that some of us have chosen to embrace endurance sport as a way of crossing this divide and bringing us back to ourselves. Here we clearly benefit from the fact that zuberance is more likely to occur as a result of the intense body-mind connection demanded of endurance athletes<sup>7</sup>.



**“Some people  
say they will  
give anything  
to recreate it.”**

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<sup>6</sup> The Caerphilly Study. <http://www.bbc.com/news/uk-wales-25303707>

<sup>7</sup> Pearce-Higgins, Alfie, “Why We Run Until It Hurts” *The Guardian Australia Edition*, Sep 2017

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# Getting into Zuberance- a state of flow



PRACTICE WORKBOX



If you can relate to the feeling of zuberance in your life, think about how you felt and write this down.

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How do you think it came about?  
What does it mean for you now?

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If not, imagine what it would feel like to experience zuberance. What might this mean for you?

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While there's little doubt that the endorphin induced chemical effect experienced during endurance sport is a factor leading to **zuberance**, we also know that the mind, body and soul are inextricably linked in a synergistic relationship. In fact, while current research is questioning whether the mind resides entirely in the head, or is distributed throughout the body or actually extends beyond the body it is clear that not only is the body affecting the mind but the mind and soul are affecting the body.<sup>8</sup> This concept is widely reinforced by the many studies which prove that even moderate regular exercise has ongoing benefits to physical and mental health, as well as improved **cognitive**<sup>9</sup> processes.



## PRACTICE WORKBOX



How do you think you could enter into a place of zuberance?  
*(ie set the context for yourself)*

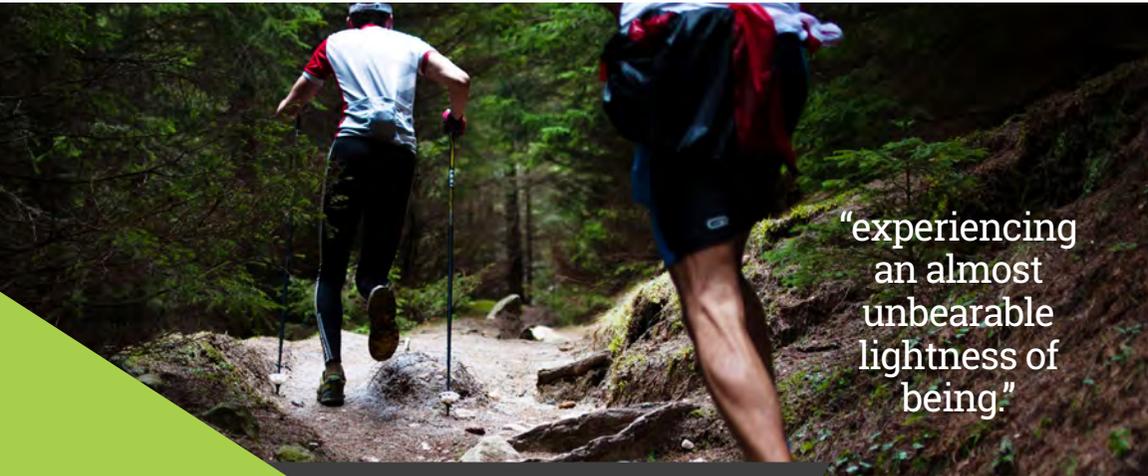
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<sup>8</sup> Goldhill, Olivia, "The Mind is More Than Just the Brain." The Regents of the University of California, 2016  
<https://qz.com/866352/scientists-say-your-mind-isnt-confined-to-your-brain-or-even-your-body/>

<sup>9</sup> Gomez-Pinilla, Fernando and Charles Hillman, "The Influence of Exercise on Cognitive Abilities" 2013  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3951958/>



“experiencing  
an almost  
unbearable  
lightness of  
being.”

## ZUBER HACK

# FIVE WAYS TO FIND FLOW WHILE YOU'RE TRAINING

While the body is energised in the act of your endurance sport and you can readily engage the mind, how do you embrace the soul? **Connecting. Harmonising. Meaning.** Connect with yourself, with others and nature and in the way you are being

- 1. Move with a still mind** – focus on the present moment and avoid the distraction of unrelated thoughts and get into the zone of zuberance
- 2. Be conscious** – aware of your body, its breath and the sensations of the trail/air/water around you – touch, smell and sound
- 3. Embrace the natural beauty around you** – just be aware and let it give rise to your sense of connection to self and your surroundings.
- 4. Experience** the interplay of **mind | body | soul** and let your heart appreciate and love this state
- 5. Feel the flow** and stay with it!

## GAINING LIFELONG FLOW DEFINES A ZUBERANT LIFE



Additionally, when you experience inner harmony and your core elements are connected both internally and outwardly you are ready to experience the feeling of *flow*. While it may start from within, arranging the context so your environment is conducive to experiencing zuberance is key. In practical terms this means seeking opportunities that stimulate, challenge and are personally fulfilling (intrinsically rewarding), as eustress or positive stress stimulates *flow*.

Furthermore, on the mental plane there is a shift in your state of consciousness to a level which is often described as being in the flow. As you engage the mind, concentration becomes crystal clear and laser-focused to the point that everything else falls away, and the body follows the mind. Action and awareness merge, you are aware, alive and alert! Your sense of self and sense of self-consciousness

disappear. Paradoxically your experience of time shifts. As time either *dilates and slows down*, it's like watching the freeze frames of a car crash or, quickens and speeds up, and five hours seem to pass by in five minutes. Interestingly, throughout this *flow* experience, your performance is incredibly heightened and the altered state of mind generated by *being in the flow* can persist for some time afterwards. This produces a positive, energised outlook and attitude towards life.

# Go from 'human doing' to 'human being'.

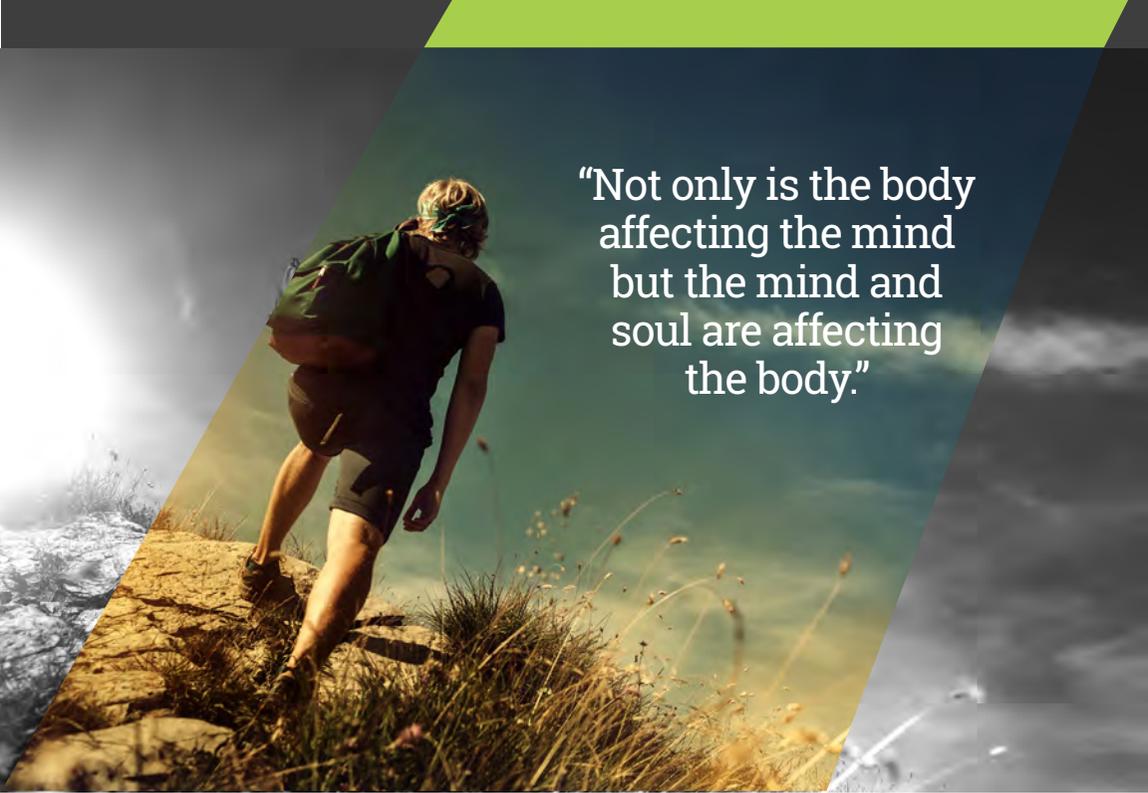
People typically describe being in flow in the following ways:

- A feeling of being alive with all senses engaged
- The sensation of floating
- Physical exertion feels effortless
- The experience feels fun
- Feeling strong and as if you can handle anything
- Being motivated
- Heightened levels of excitement
- Experiencing vitality and energy



The experience of *flow* starts with you and requires a focus on *Who you are BEing Now*. Who you ARE is your essence or your core. Who you are being now is the way you elect to show up in any given moment. Who you are at any given moment, determines what you *DO*<sup>10</sup>, including the actions you take, the decisions you make and how you treat others. *What you DO defines how you LIVE*. And how you Live (*essentially the outcomes of your BEing and your DOing*) will determine whether you ultimately **gain | life | flow**© and create a **zuberant life**. The secret is to enact the changes for yourself internally before expecting life to suddenly improve.

<sup>10</sup> Dewan, Rajeev, "Be.Do.Live", Pembroke Publishing 2009

A photograph of a hiker with a large green backpack, seen from behind, ascending a rocky and grassy trail. The hiker is wearing a dark t-shirt and shorts. The background shows a vast, hazy mountain range under a bright sky. The image is partially obscured by a dark blue and green geometric overlay on the right side.

“Not only is the body affecting the mind but the mind and soul are affecting the body.”

It's important to point out that the transient feeling of **zuberance** can be intoxicating for those who lack a full understanding of the greater benefits it offers. In some cases it can drive an unhealthy addiction to obsessive training and the eternal pursuit of **zuberance** for the momentary thrill and buzz alone. Herein lies the paradox. Do we pursue the short-term goal to *feel good* in an attempt to *be happy*, or focus on a more meaningful existence that results in a sustained sense of happiness and wellbeing over a lifetime? The latter is an aspect of what we call **gaining life flow**. It provides a more fundamental platform for wellbeing as demonstrated by research by Mihaly Csikszentmihalyi and others.<sup>11</sup> According to Martin Seligman, an engaged and meaningful life is powerful and profoundly rewarding.<sup>12</sup> The choice is always ours. And for those who are looking for something more in life, where the deeper truth of **zuberance** is understood and the remarkable flow on effects are appreciated, there is a path to follow.

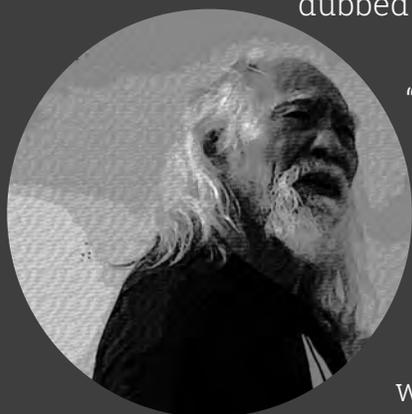
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<sup>11</sup> Csikszentmihalyi, Mihaly, "Flow, the secret to happiness", 2004, TED Talks, [www.TED.com](http://www.TED.com)

<sup>12</sup> Seligman, Martin, "The new era of positive psychology", 2004, Ted Talks, [www.TED.com](http://www.TED.com)

## Deshun Wang,

who we met earlier in the Introduction, was born and raised in Shenyang located in South Eastern China. He provides an inspirational example of renaissance and personal growth. In 2015 he made headlines for his bare-chested stint on the fashion runways of leading designers. The 80-year-old Deshun Wang was quickly dubbed China's hottest grandfather and it is obvious why he gained this title.



"With his chiselled physique, hipster beard and youthful guise, he looks just as good as men a quarter his age. Joining his first gym at 50-years-of age, Deshun decided to devote ample time to daily exercise with combination of weights, cardio and stretching, in a bid to avoid mental and physical stagnation."<sup>13</sup> His choice to re-invent himself worked and now he serves as a vibrant example of what's possible at any age.

"It's never too late," he said. "At 80, I've still got something left in me... I still have some dreams left to achieve...

Believe me, potential can be explored."

Don't let feeling it's too late become your excuse for not revitalising your life and taking a step forward.

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<sup>13</sup> Young, Sarah, "Deshun Wang: 80 Year Old Chinese Runway Model Reveals His Fitness Regime" 2017, [www.independent.co.uk/life-style/health-and-families/wang-deshun-80-year-old-chinese-runway-model-fitness-regime-gym-health-youth-swimming-skates-a7654231.html](http://www.independent.co.uk/life-style/health-and-families/wang-deshun-80-year-old-chinese-runway-model-fitness-regime-gym-health-youth-swimming-skates-a7654231.html)

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## YOU HAVE ONE LIFE, LIVE IT WELL

Having a zuberant life means experiencing full realisation of wellbeing over the course of your life, not just in isolated moments of zuberance. It means consciously designing and generating a life well lived and a life lived well, or in other words, gaining life flow. Which means you are living into a state where not everything is necessarily perfect. Life is real, but you are living into your own potential. It is also experiencing true and vibrant wellbeing, not merely the absence of ill health. For us, wellbeing is a distinct feeling in the body – a sort of good to be alive feeling. This feeling of wellbeing arises when you are eating well, exercising regularly and taking care of your needs on physical, mental and emotional levels. You are experiencing life through the combined aspects of your body, mind and soul.

“wellbeing is a  
good to be alive  
feeling”



## WHAT MAKES UP A ZUBERANT LIFE?

The key elements for a **Zuberant Life** can best be described using a simple model.

The **Zuberant Model**© consists of the three fundamental elements of mind | body | soul. These three elements form a stable foundation and are inter-connected. One cannot exist without the other two. One element cannot be changed without also affecting the others.



**Zuberant Model©**

Therefore, if you gain fitness in body, you gain health in mind, and your soul is lightened. Engaging the mind is about consciousness and awareness of yourself. Which means being able to tap into your full range of emotions, logical and creative thinking capabilities, learning to trust and leverage your intuition. The body is energised through clean burning fuel -think water, reinvigorating sleep, and wholesome food- movement and practices to optimise your functional health. Whilst finding and living into your meaning, practicing harmony and fostering connection allow you to embrace your soul.

Forming the foundations and at the overlaps of the engaged mind | energized body | and embraced soul elements in the model are three keystones that interlock the **Zuberant Model©** and jointly contribute to **zuberance**.

- Inner Strength which we call **Mojo**
- Inner Balance or referred to as **Zen**
- Inner Energy or life force, known as **Qi (pronounced “chi”)**

*/ki:stəʊn/  
the central  
part of a  
system upon  
which all  
else depends*



**“According to Martin Seligman, an engaged and meaningful life is powerful and profoundly rewarding.”**

These three keystone elements represent the strength, balance and energy present in the Zuberant Life. Interestingly, without all three aspects in place, the structure is unstable. Therefore, all three need to be healthy, vibrant and supporting you in your life for fully realised wellbeing.

So, at its most fundamental level, zuberance is a holistic, integrated inner state which occurs simultaneously across the body, mind and soul. Zuberant Life is the integral state at the centre of the model and requires all elements to be recognised and in harmony. We often use the term harmony rather than balance. This is because we understand that in different stages of your life, and from moment to moment, one element mind, body or soul may overshadow the others and may need more focus for a time. During this time not everything is necessarily in balance, although there continues to be an interplay between these elements which should always be in harmony.

To help you better understand what really is going on with zuberance, we'll unpack the distinct elements of the model over the next chapters. As you read further, also bear in mind the integrated nature of all these elements. While they may be discussed in separate sections, they do not exist independently, and several concepts could equally be discussed in more than one of the sections.



# PRACTICE WORKBOX



What does harmony in your life look like to you?

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What are three things you could immediately do that would create more harmony in your life?

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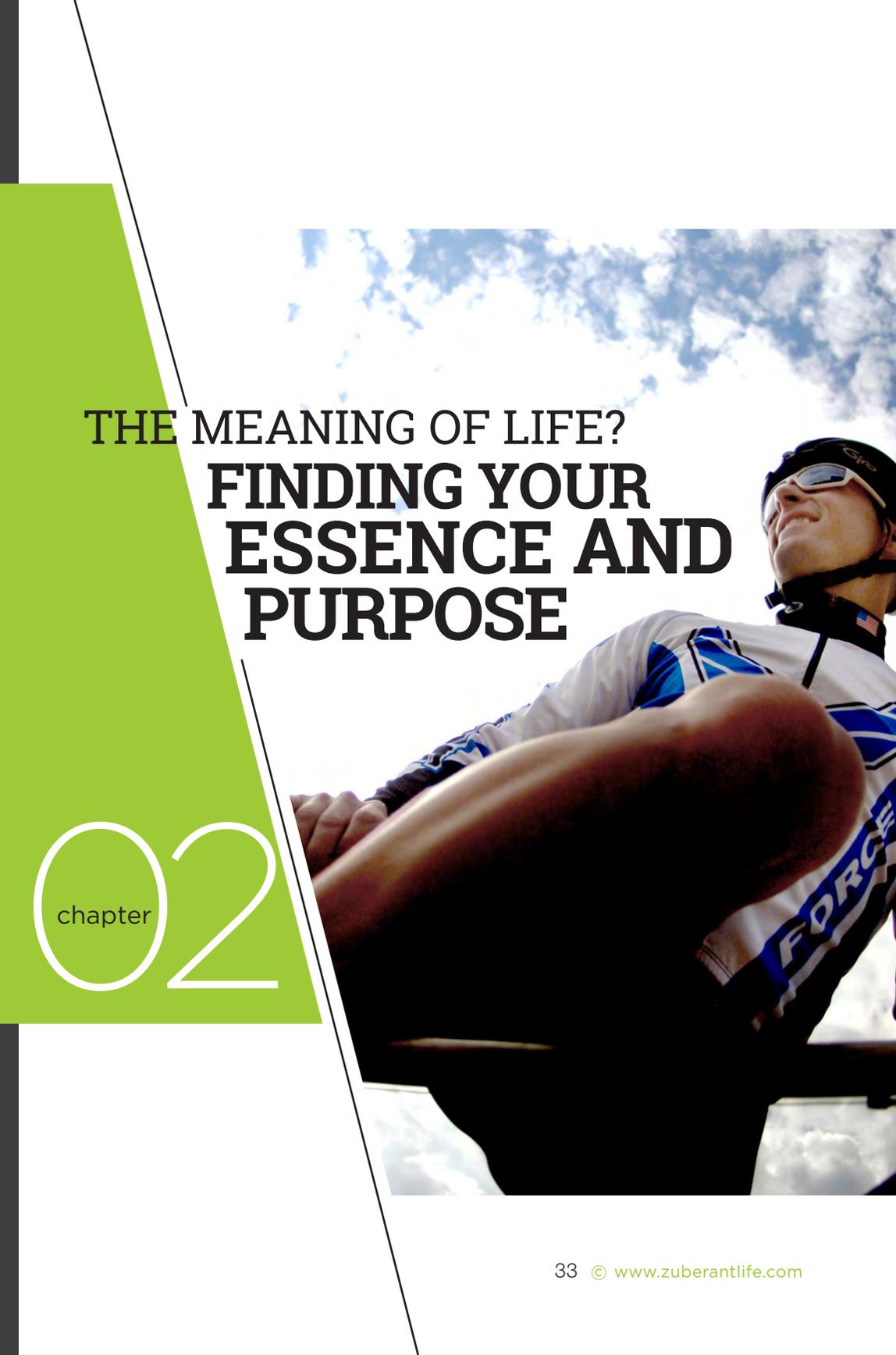
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What would the harmony mean to you?

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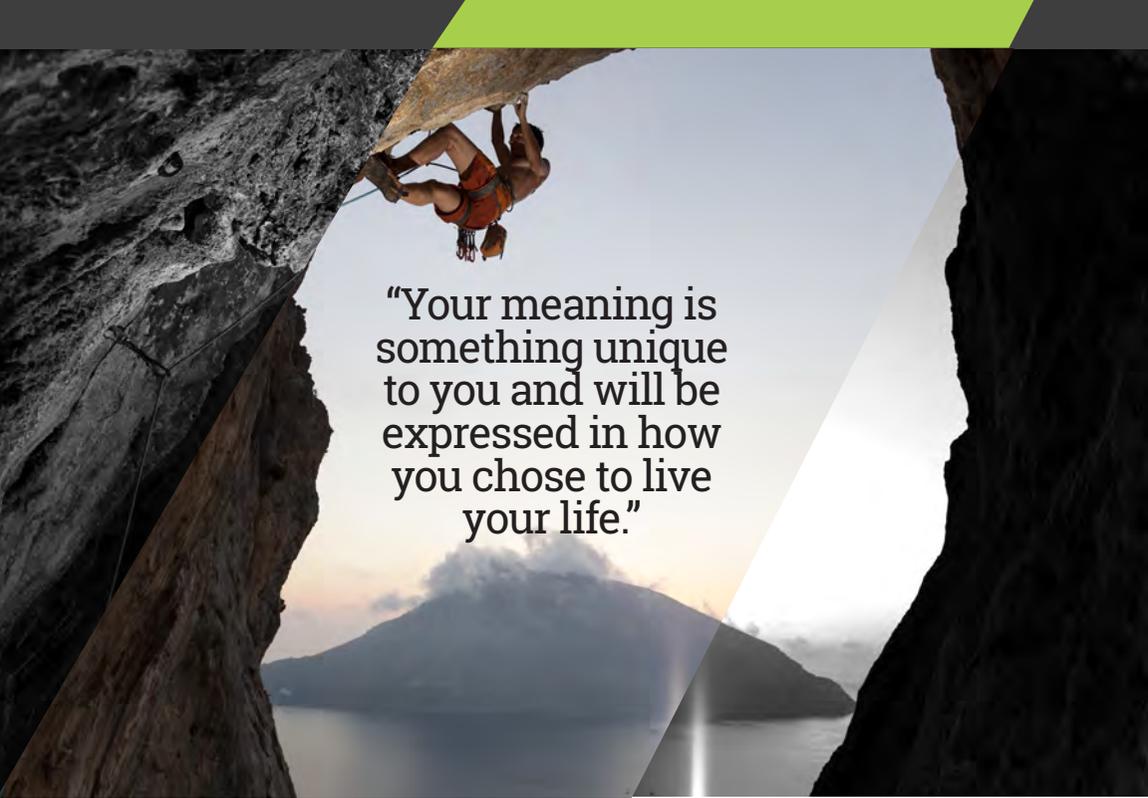


THE MEANING OF LIFE?  
**FINDING YOUR  
ESSENCE AND  
PURPOSE**

chapter  
**02**

“Knowing others  
is wisdom,  
knowing  
yourself is  
enlightenment.”

*Lao Tzu*



“Your meaning is something unique to you and will be expressed in how you chose to live your life.”

Self-awareness is the starting point to empowering yourself for creating and living your true potential. From here, you explore how you wish to be – how you want to show up in every moment. To ultimately understand what you would like to see become of your life. To do this you must connect with your life’s meaning.

## MANIFEST YOUR MEANING

You may be wondering what truly gives your life meaning? In fact, it is one of life’s great questions, one most people will ask themselves at some stage during their life’s journey. For us, it’s your sense of inner *why*, combined with your sense of self and that which is greater than self. Your meaning is something unique to you and will be expressed in how you chose to live your life. When you uncover it, it will help you discover your essence and your personal values which stem from this.

## Matt Bush from Cape Town, South Africa, has found his meaning as a free-solo climber

(rock climbing without any gear or ropes).

Matt is down-to-earth, humble and relaxed and when meeting him one would never guess he enjoys hanging off cliffs hundreds of meters above terra-firma!

He says, "Free-solo is the ultimate challenge and the purist form of climbing. I do it for the sense of freedom and personal achievement."

"I asked myself what would I do if I lived my life without limits? The answer is free-solo. Some people think that I am into this for adrenaline and that I'm a thrill seeker. But free-solo for me is a meditation. It's an art form. It's a calculated and controlled experience."



In describing what goes through his mind when he's free-soloing?

"Stay strong. You can do it! And then **moments of complete presence, not thinking, but just being, and inhabiting the now.**"

Matt's World of Free-Solo Climbing is shown in graphic detail [here](#) 

## UNCOVER YOUR ESSENCE

Your core essence is what makes you uniquely you. Essence is a deep word. It reflects your soul and is the expression of the fundamental things that are absolutely and utterly important to you. It is your deep sense of individuality, core nature, set of ultimate qualities and definitive truth. It's the unchanging energy



of consciousness for who you are and always will be. Your essence transcends each of your stories and persists no matter how life unfolds and what circumstances you find yourself in. The capacity for change and growth through the pursuit of truth, beyond individual self-interest, represents the human essence.

To know and embrace your essence means that you are working with yourself, celebrating who you really are, and knowing that you are worthy of love and acceptance. Like turning on an inner light, it is as though we have to awaken something inside ourselves.

How do you uncover your essence? Think about what gives you your natural energy. Some people's energy is calm or peaceful. Others exude the energy of nurture and compassion. Other examples are affable collaborator, builder of clarity, healer, creative play, jester, explorer or warm unifier.

Once found, our inner knowledge of our essence seems to have a voice that, if we listen to it, guides us in our daily choices. There is no better way to engender more gratitude and joy into your life than by mindfully practicing authenticity and exposing your essence. Authenticity is very powerful and opens up new pathways to connect with others and reveal fresh opportunities.

“Every thought you  
produce, anything you  
say, any action you do, it  
bears your signature.”

Thich Nhat Hanh,  
Vietnamese Buddhist monk



Uncovering your meaning starts with discovering your essence - experiencing *satori*. In the Zen Buddhist tradition, *satori* refers to the experience of kenshō, “seeing into one’s true nature” or “essence”. It’s not something that you find as much as discovering something that exists within you which you become aware of and set free. When you uncover your essence, you become clear about those core values you hold deep within you and the innate abilities you were born with. How do you uncover your essence? When you liberate your authentic unabridged self – the true substance of who you are, you can access that living essence inside of you, and better connect with who you really want to be. This opens up possibility and you can begin to control the purpose of your life. In this way a vision for your life becomes possible.



“Be yourself.  
Everyone else is  
already taken.”

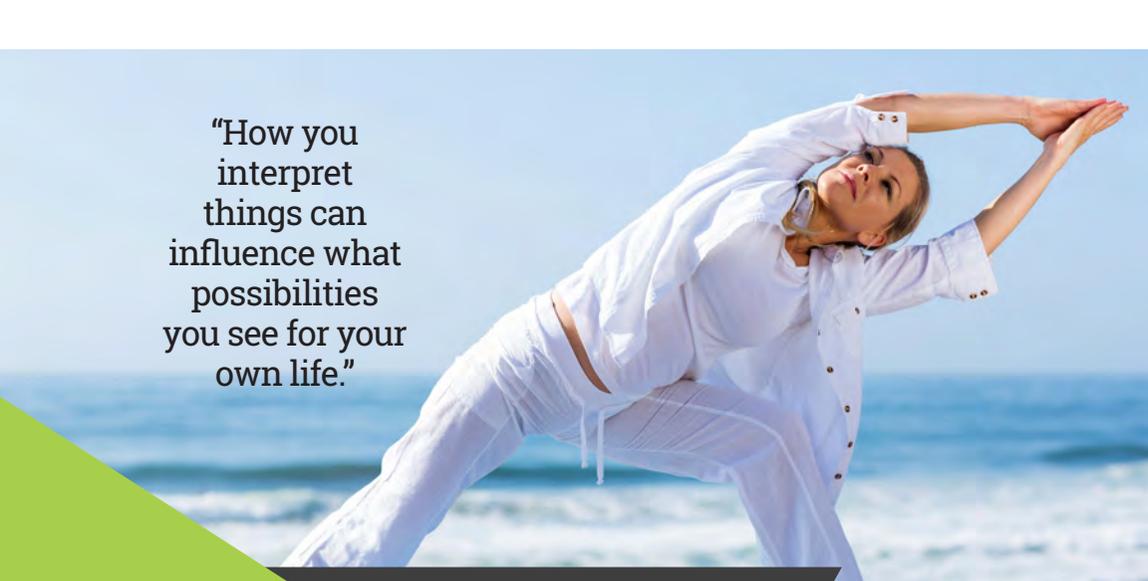
Oscar Wilde



## BEING REAL, BEING AUTHENTIC

We live in a superficial world of the soundbite, the 10min celebrity, counting our likes on social media and making an impression in the office. The more we live on the surface of our identity, the less we are in touch with the essence of our deeper self. And the more we look outside of ourselves to look cool and create our image, the further off track we go.

Being authentic means having integrity, only saying what you really mean, being yourself, being present and living in the moment. Brené Brown explains it on the [medium.com/personal-growth](https://medium.com/personal-growth) [blog](#) as follows, “*To be authentic, we must cultivate the courage to be imperfect—and vulnerable.*”



“How you interpret things can influence what possibilities you see for your own life.”

## ZUBER HACK

# AUTHENTIC PEOPLE

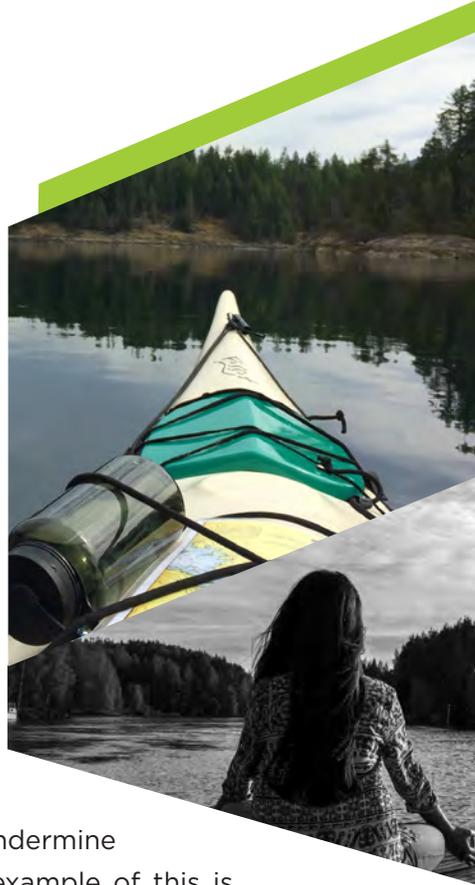
1. Are driven by their own essence and “truth”
2. Accept themselves for who they are, have high self-esteem and an air of confidence
3. Are always learning, searching for growth and open to change
4. Express pervasive curiosity and are usually less driven to contesting a debate than in learning something new
5. Are interested in listening to others and encouraging people around them to express themselves and develop
6. See the beauty, unity and interconnectedness of all life
7. Value experiences over things
8. Make the most out of the situations they find themselves in, good or bad
9. Take full responsibility of their lives, so don't blame others for the way things turn out
10. Choose to surround themselves with people who are not critical, open to gossip or judgemental

## BELIEFS

Everyone has beliefs. A belief is something that you accept is true about something or someone. What we believe is an integral component to how we evaluate events and assign meaning to our world.

We gain our set of beliefs through what information we take on board or discount. If we don't adopt some information, to all intents and purposes it doesn't exist for us. Our information filters are shaped by how we look at life. This outlook is influenced by the people around us and what we are told is true. Our belief system is also shaped by our [biases](#) - which we all have - that undermine our thinking and decision making. One example of this is *confirmation bias* where the more attention we shine on a subject, the more evidence of it we find. This is how our existing beliefs continue to be strengthened and sustained over time and how negative self-talk can spiral downward into self-perpetuating reality.

The important take away here is that we each see things through multiple filters. Filters which distort what we perceive as reality and can drive a wedge between ourselves and other people who have different filters and beliefs. As Stephen Covey, author of the book *"The 7 Habits of Highly Effective People"* said, "We see the world, not as it is, but as we are-or, as we are conditioned to see it."<sup>14</sup>



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<sup>14</sup> Covey, Stephen, *The 7 Habits of Highly Effective People*, Free Press, USA 1989

## VALUES

A value is something that is important to you. Areas of values might be in health, family, career, relationships, growth, wealth etc. Examples include the need for security, freedom, laughter, being real, enthusiasm, altruism, integrity, dependability, health, fitness, obedience, intuition, commitment, open-mindedness, consistency, honesty, efficiency, innovation, creativity, good humour, compassion, spirit of adventure, positivity, optimism, passion, respect, courage, education, perseverance or teamwork. Values guide the way you live your life and the decisions you make. A value is commonly formed by a particular belief and founded on your essence - who you are. Your values will be demonstrated by what you naturally prioritise in life and where you spend your time and focus. To live in tune, and aligned with, your values, means to be in integrity with your essence.



## PRACTICE WORKBOX



Find a quiet spot and let your mind settle and be still. Open up your thoughts to the many layers within yourself. How do you like to express yourself? Expression is the opposite of the depression and repression under which our essence is buried. Don't judge, just listen to what is deep within you.

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What are the top words you'd use to describe your core essence and energy? Examples might be: ambitious, diligent, exuberant, passionate, persistent, sensible, etc....

Write as many as you can without judgement or priority. Then circle your top five. Sit with these and consider which one is most aligned with how you are feeling.

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What are the top values to describe what's important to you? Write as many as you can without judgement or priority. Then circle your top five. Sit with these and consider which one is most aligned with how you are feeling.

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## THE ART OF YOUR WHY

Your essence shapes your sense of meaning or personal why, which has been shown to be a key factor in experiencing a happy and fulfilling life. What do you want to create? What do you want to be, do, have? Your why is the meaning, cause, mission or belief that inspires you to move towards these aspirations. Knowing your inner truth, your why, guides your daily choices which will help you find greater fulfillment in all that you do.

***“The MEANING of life is to find your gift. The PURPOSE of life is to give it away.” Pablo Picasso***

Additionally, meaning is humanistic and largely psychological – what meaning have you attached to historic events, your story, in your life? What do objects or settings mean to you and so on? As such, meaning is contextual and changes over time, as we have new experiences and discover new perspectives along the journey through life’s seasons. You can’t find it in one session, which makes the search for meaning a

lifelong pursuit. Self-reflection is a good way to start discovering what truly matters to you.



## YOUR PURPOSE OR RAISON D'ÊTRE

In contrast to meaning, purpose is largely transpersonal. Your purpose in life is action orientated and chances are your actions will be felt by others. [Research](#)<sup>15</sup> shows that having a greater purpose in life sense of purpose produces longer and happier lives. It was consistently found to predict lower mortality risk across lifespan. Use your exploration of meaning, to inform your pursuit of a worthy goal (purpose). One useful model is *ikigai* - the reason for getting out of bed each morning. It is a Japanese word which essentially means reason-for-being or *raison d'être*.

If you want to live a long, happy life, you need to follow your passion. Medical science is finding that not being happy and engaged in work impacts your functional and mental health. A recent review [published](#) in the journal *Occupational & Environmental Medicine* found that *"job satisfaction level is an important factor influencing the health of workers."*<sup>16</sup>

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<sup>15</sup> Hill, Patrick, "Having a Sense of Purpose May Add Years to Your Life", *Journal of the Association of Psychological Science*, May 2014.

<sup>16</sup> Faragher, EB, Cass, M, Cooper, CL, "The relationship between job satisfaction and health: a meta analysis, *Journal of Occupational and Environmental Medicine*, Vol 62/2, 2005.

While incorporating your work that you do for a living, the word ikigai is more often used to refer to the mental and spiritual state behind your circumstance. With ikigai, it is vital to ask not so much what qualification will get you a job but who you should BE and DO that will really make you feel alive!



## IKIGAI

According to the Japanese, everyone has an ikigai - understanding of a life well lived, literally *'life to be worthwhile'*. Some people have found their ikigai and others are still looking. Our ikigai is hidden deep within us and finding it requires a patient search.

Even if we are moving through a dark or challenging time, if we are moving with purpose, if we are feeling called toward something or have a clear goal in mind, we may still experience ikigai.



Example of an Ikigai - Paul Blackbeard, Zuberant Life Founder developed his own ikigai and this is what it looks like.



What does your ikigai look like?



## TELLING YOUR OWN STORY

We all have a story. Experiences that have shaped us and mean something to us. Even if we were able to have the same story as someone else (which we don't as we are all unique) we interpret what has happened to us in different ways based on our frame of reference. Ultimately, we invent our own stories as everything in life is "made up", in other words a creation, an interpretation. This is seen in the way we see things. The way we measure things. The way we compete. The way we judge ourselves.

"If you want to live a long, happy life, you need to follow your passion."



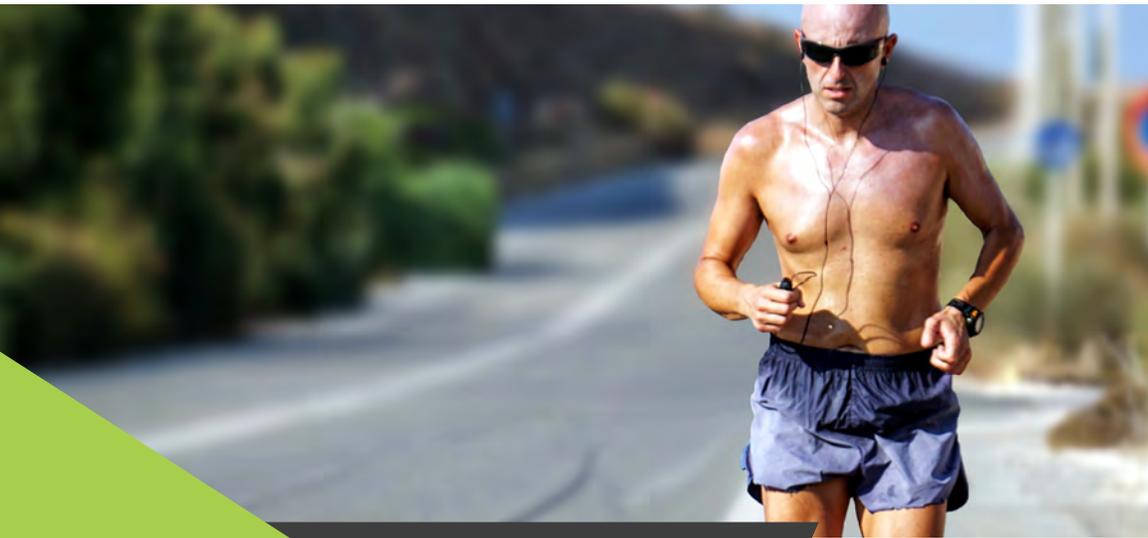


## MONKEY MIND

Communicating occurs with ourselves, and of course with others. Both are important but self-communication drives how you show up – how you are Being. As Zig Ziglar has said, “*You are the most influential person you will talk to all day!*” This flows through to what you do, including your communication with others. Our internal dialogue consists of the thoughts we have, and the meaning we ascribe to the thoughts. Do you have a persistent voice going on in your head?

Much of your self-talk is automatic and sub-conscious. It’s like someone is chattering away to you, something Zen Buddhists call *Monkey Mind*. It might be recalling something hurtful that happened last week, explaining the negative reaction from someone you are talking to (are you listening to them or your monkey mind?), or telling you what can go wrong in your next event or interaction with someone. A lot of the time, monkey mind is caused by your thoughts objecting to what’s actually happening. This can be broken down into ABC:

- A is for “activating event”. That is, something happens, for example someone says they don’t want to join your event.
- B is for “beliefs”. Your monkey mind starts interpreting what’s happening based on your beliefs. You may start to think “they don’t like me”, or “their agenda is to sabotage my event”.
- C is for “consequences”. As a consequence of the thoughts that you’re having about what just happened, you feel certain emotions. You may feel upset or angry.



## ZUBER HACK

# TAME THAT MONKEY MIND

1. The first step is being aware of what's happening
2. If there is negative self-talk, simply acknowledge it
3. Question the beliefs that the monkey mind is relying on in order to reach the conclusions that it's communicating to you. *"is it true that everything always has to go my way all the time?"*
4. Tell yourself your own positive story. Reframed, it might be that you have prepared well, and that even if you make mistakes - everyone does
5. The consequences are not life and death. Perhaps they will be disappointing at worst?
6. Take and breath and be open to the possibility of doing really well

Understanding that you are able to control the meaning you ascribe to historic events, relationships, experiences and so on, is a critical step towards personal accountability. You have complete control over how you wish to tell your story. If it's all created, then you might as well choose the perspective or frame that provides you with the greatest possibility and invent a way of viewing life that benefits yourself and others.

The owner of a shoe factory sends two marketing scouts to a region of Africa to study the prospects of expanding the business.

One sends an email back: SITUATION HOPELESS. NO ONE WEARS SHOES.

The other writes happily: GLORIOUS BUSINESS OPPORTUNITY. THEY HAVE NO SHOES.



PERSPECTIVE

**“How you interpret things  
can influence what  
possibilities you see for  
your own life.”**





# PRACTICE WORKBOX



What is your story?

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What has happened that is significant to you?

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What did you make it mean?

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On reflection, what do you think was really going on?

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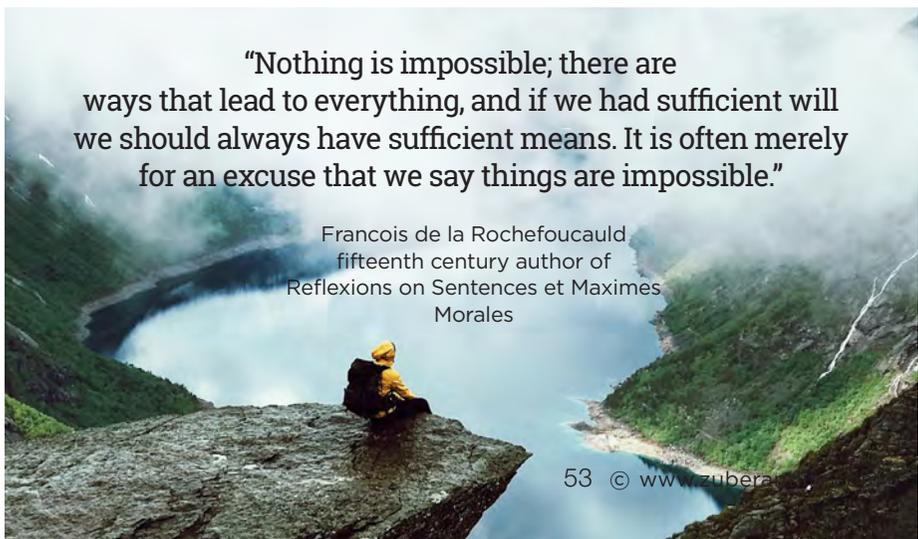
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## BEING OPEN TO POSSIBILITY

If you choose to look at your life in a new way, and focus on the potential surrounding you in any situation rather than comparing your life to others, all sorts of possibilities open up in the here and now. Much of what you do is based around scarcity and how you measure up relative to others. How much money you make. Whether you are talented enough. How beautiful or successful your partner is. Everything is based around some form of comparison. Instead of focusing on how you compare with others, focus on how you contribute to the world around you.

When you focus on potential opportunity, rather than scarcity, all sorts of things become possible.

Think of focusing a camera lens. When you focus on one object, other things move into the background becoming less clear and visible. We have just filtered - created a distorted view of - the world. We have created our own reality. The things we did not choose to see are a potential reality. Through reframing, these possibilities can be elevated to you if you make the choice to see them. If you are unaware of your ability to choose you become a victim. This potential is available to you if you open yourself to seeing all the options available and make the most empowering choice. By acknowledging that the way you look at life can open up new possibilities you empower yourself to consciously choose the opportunity you wish to pursue.



**“Nothing is impossible; there are ways that lead to everything, and if we had sufficient will we should always have sufficient means. It is often merely for an excuse that we say things are impossible.”**

Francois de la Rochefoucauld  
fifteenth century author of  
Reflexions on Sentences et Maximes  
Morales

You may have heard of the term synchronicity which is a concept developed by psychologist Carl Jung to describe a perceived meaningful coincidence. The relevance of this, is that events can unfold in a way that may appear to have no connection, but if you are alive to possibility, you could take decisions that could change your life.

In the story of his most famous description of synchronicity, Jung recounts an anecdote about a man named Monsieur Deschamps and plum pudding.

Deschamps' neighbour, Monsieur de Fontgibu, once gave him plum pudding. In Paris ten years later, Deschamps orders plum pudding in a restaurant but discovers that the last serving was sold to de Fontgibu, who is unexpectedly in town and at that same restaurant. Years later, Deschamps is once again offered plum pudding at a social gathering. As Deschamps tells the gathering about the earlier coincidences, he is shocked to see de Fontgibu come in the door.

**“if you are alive  
to possibility  
you could take  
decisions that  
could change your  
life”**



Remember that every day is a new day and to stay open and express gratitude for what you already have. Anything could happen today - anything is possible.



## PRACTICE WORKBOX



Write down all the ways in which you have been a contribution to the world around you in the last week. Do not include any failures or miss-steps - only how you contributed in a positive way.

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Think of a challenging situation or issue you may have. How can you reframe it in a new way (tell the story differently), without judgement or blame) to open up new possibility?

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## PERSONAL GROWTH

Growing is founded on continual learning. If you are willing to learn and grow, then you have the conditions to achieve these aims. If you think you know it all already, think again. As Claude Bernard said, *“It is what we think we know already that often prevents us from learning”*. To enable your potential growth, recognise that everyone has different styles of learning. You may find that a variety of modes of learning will help you to understand and comprehend new concepts, e.g. reading, listening, doing, observing. It also helps to then take time to reflect and experiment with the new information. In this way you learn how to learn and build up a capacity through practice and using your insights in real life problem solving.

“If we don’t grow, we aren’t really living.”



### Enemies of learning and growing

- **Ignorance** – we cannot, or are unwilling to admit we do not know something.
- **Self-doubt** – we cannot learn given who we think we are.
- **Need for Absolute Certainty** – there is only one answer and it has to be right.
- **Lack of Clarity**- being caught in a mood of confusion, not wonder.
- **Arrogance** – we cannot unlearn what we already know, and we have too much attachment to our current knowledge.
- **Jumping to Conclusions** – we judge, assess and compare everything instantly. We are not open to exploring fresh possibilities, as we choose to hold onto our preconceptions.



Never stop growing. Life invites you to grow in many ways – physically, emotionally, interpersonally and spiritually. As Gail Sheehy said “If we don’t change, we don’t grow. If we don’t grow, we aren’t really living.” There is always the invitation to continue to grow as people throughout our lives.



## SELF-BELIEF AND PERSISTENCE

In the Story of the [Chinese Bamboo Tree](#) 🎥 a man felt very discouraged. Looking back over the past year he had made little progress. He was the same man with the same problems. He felt no hope. He decided to visit his mentor for some advice.

His mentor asked him, “Do you know how long it takes a giant bamboo to grow as tall as a building?”

The man shook his head.

His mentor continued, “During the first year the tiny plant is watered and fertilized...and nothing happens. It is watered and fertilized for another year...and nothing happens...

...and another.....and another ...and still nothing happens

Then, in the fifth year, it shoots up to the sky. In six weeks the bamboo grows 90 feet.”

“So how long does it take to grow so high?” his mentor questioned.

“Six weeks,” replied the man.

“That’s your mistake”, said the mentor. “It takes five years. If the farmer stopped watering the plant at any point in those five years... the bamboo would have died.”

What was happening during all those years? Beneath the ground an enormous network of roots was growing to support the bamboo’s sudden growth.

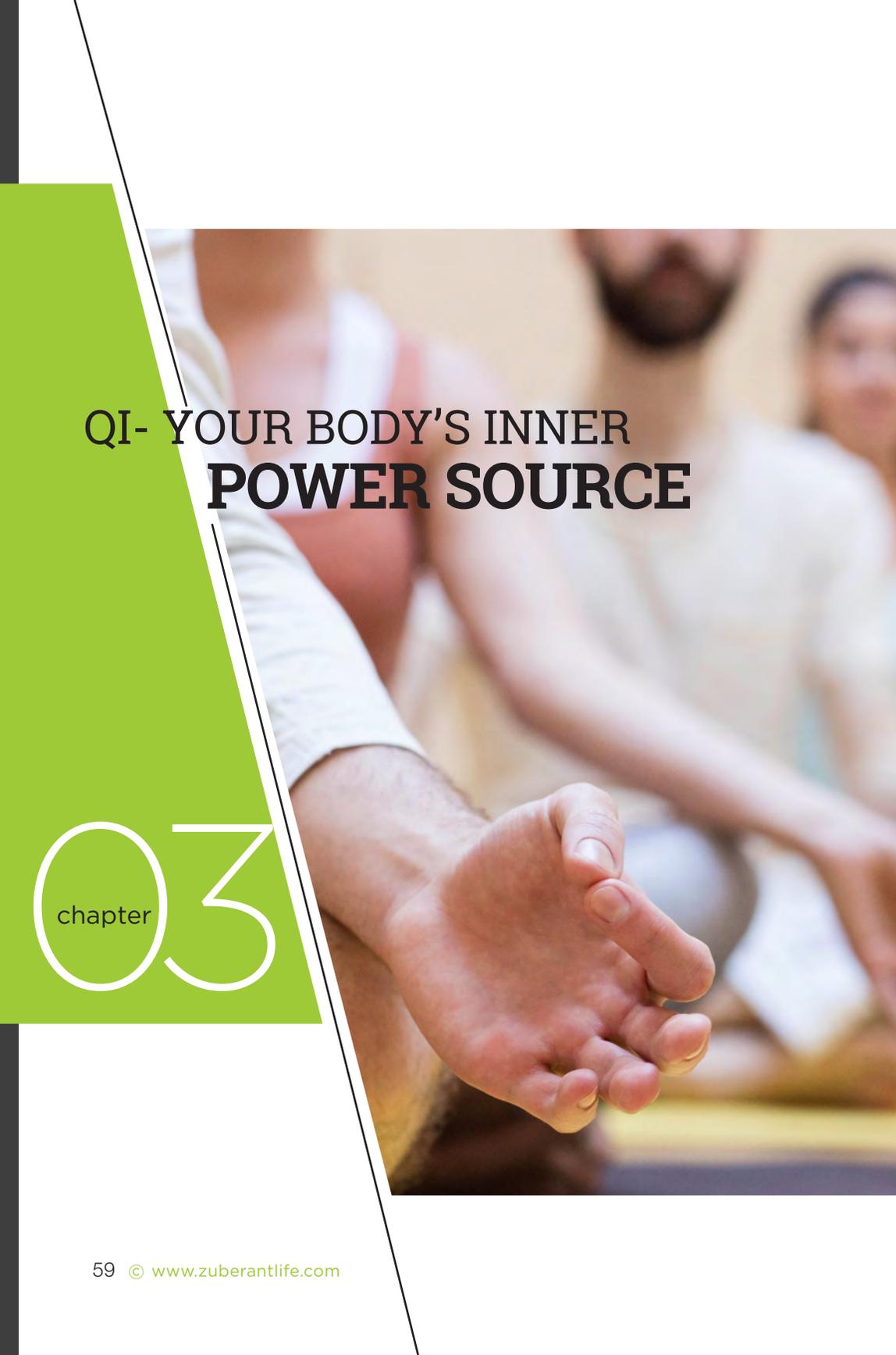
Growth takes patience and perseverance. Every drop of water makes a difference. Every step you take makes an impact. You may not see the growth straight away, but growth is happening.

Now ask yourself. What are you willing to do to make your dreams come true? Are you willing to do what it takes? Are you willing to take action? Are you willing to push beyond your fears and doubts? How much faith and belief are you willing to have?

**DECIDE. ACT. NOW.**

A close-up, action-oriented photograph of a person swimming in the ocean. The swimmer's head and arms are visible, splashing through the water. A large, dark shark fin is seen cutting through the water in the foreground, creating a sense of danger and urgency. The background shows the open ocean under a bright sky.

“What are you willing  
to do to make your  
dreams come true?”



QI- YOUR BODY'S INNER  
**POWER SOURCE**

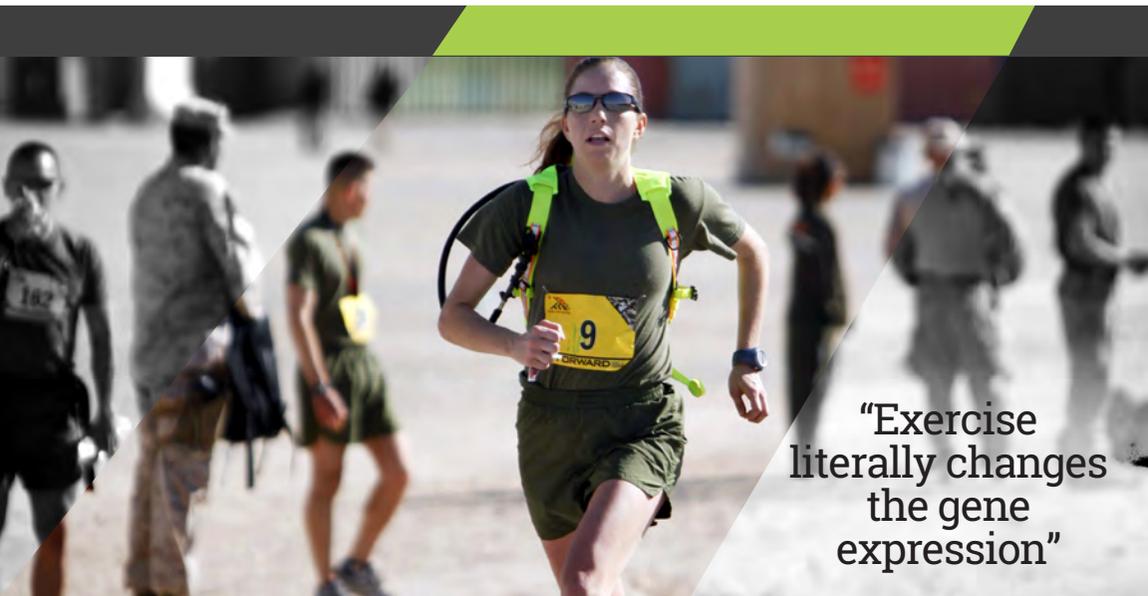
chapter  
**03**

“Trust only  
movement. Life  
happens at the  
level of events not  
of words.”

Trust  
movement.

*Alfred Adler,  
Austrian Psychiatrist*

Energizing the body is built on functional health, moving and fueling your body. An important concept in the Zuberant Model© is inner energy which we call Qi (pronounced chee or chi). Qi is also known as *Chi (Chinese)*, *Ki (Japanese)* and *Prana (Indian)*. In the ancient definition, Qi is the energy or natural force which fills the cosmos. It is vitality, life, moxie, health, energy, strength, power, effortless, smoothness and fluidity working across body | mind | soul. It is the vital life force which animates the human body. High levels of Qi can also function as a self-perpetuating, re-energizing loop, providing abundant energy for all of life's events.



**“Exercise  
literally changes  
the gene  
expression”**

The opposite of good Qi is characterized by disengagement, immobility, chronic fatigue, sickness, injury, pain, stiffness or weakness. Similar to the Zen practice of Buddhists, the spiritual practice of developing your Qi can be a lifelong pursuit.

The benefits of nurturing your Qi include increased athletic power, better stress relief, more balanced emotions, an improvement in core body systems such as your cardio-vascular and nervous system, better injury prevention through joint health and bone strength and looser, more powerful muscles. Qi is a powerful driving force of energy and the experience of wellbeing.



## ZUBER HACK

# PRACTICES FOR QI

1. The practice of breath work and deep focused breathing enhances your Qi
2. Regular practice of Qigong, Tai Chi or Yoga exercises are recognised for energizing and moving Qi flow in the body for vibrant health
3. Stillness, solitude, silence passed in meditation with an inner focus on energy flow and the spiritual elements of your being, will build your Qi
4. Forrest bathing or time spent walking in nature is known to revitalize and support your Qi

## RESTORING

Do you feel good to be *alive*, full of vitality, energy and zest for life? If not, ask yourself when was the last time you felt this way? The absence of the *good to be alive* feeling will alert you to a lack of internal alignment and Qi. The foundation to energizing your body and igniting your Qi starts with your base functional health.

Functional health includes not only management of lifestyle diseases such as cardiovascular disease, diabetes, and the key risk factors such as smoking and obesity but also maintaining high functioning body systems.

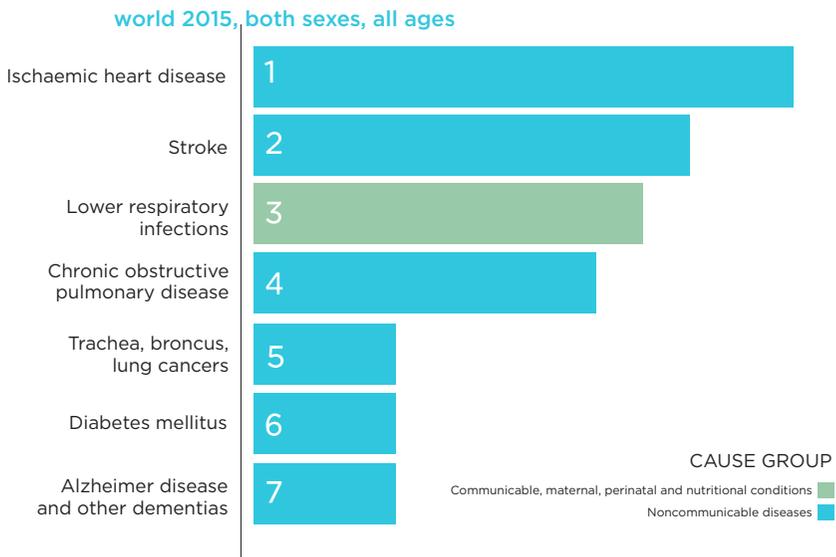
Your body systems need to be working well to keep you alive and in a good functional state. There are 11 important organ systems, including the circulatory, respiratory, digestive, excretory, nervous, endocrine, immune, integumentary (which includes the skin and connective tissue such as the fascia), skeletal, muscular and reproductive systems. You may also hear two systems together such as the neuromuscular system where one system works with another such as the nervous system working with the muscles. The systems work together synergistically to maintain a functioning human body.



The World Health Organisation<sup>17</sup> (WHO) defines health as, “A state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity.” Restoring refers to the base functional health we all desire to have our bodily systems working well and supporting a long and happy healthspan.

The world is suffering from increasing levels of metabolic (lifestyle) diseases and it is up to each of us to educate ourselves on the major risks.

Globally WHO reports that coronary (ischaemic) heart disease, stroke, chronic obstructive lung disease and lower respiratory infections have remained the top killers during the past decade. Chronic metabolic non-communicable diseases cause increasing numbers of deaths worldwide. Diabetes caused 1.6 million deaths in 2015, up 65 percent from 1.0 million deaths in 2000. Deaths due to dementia more than doubled between 2000 and 2015, making it the seventh leading cause of global deaths in 2015.



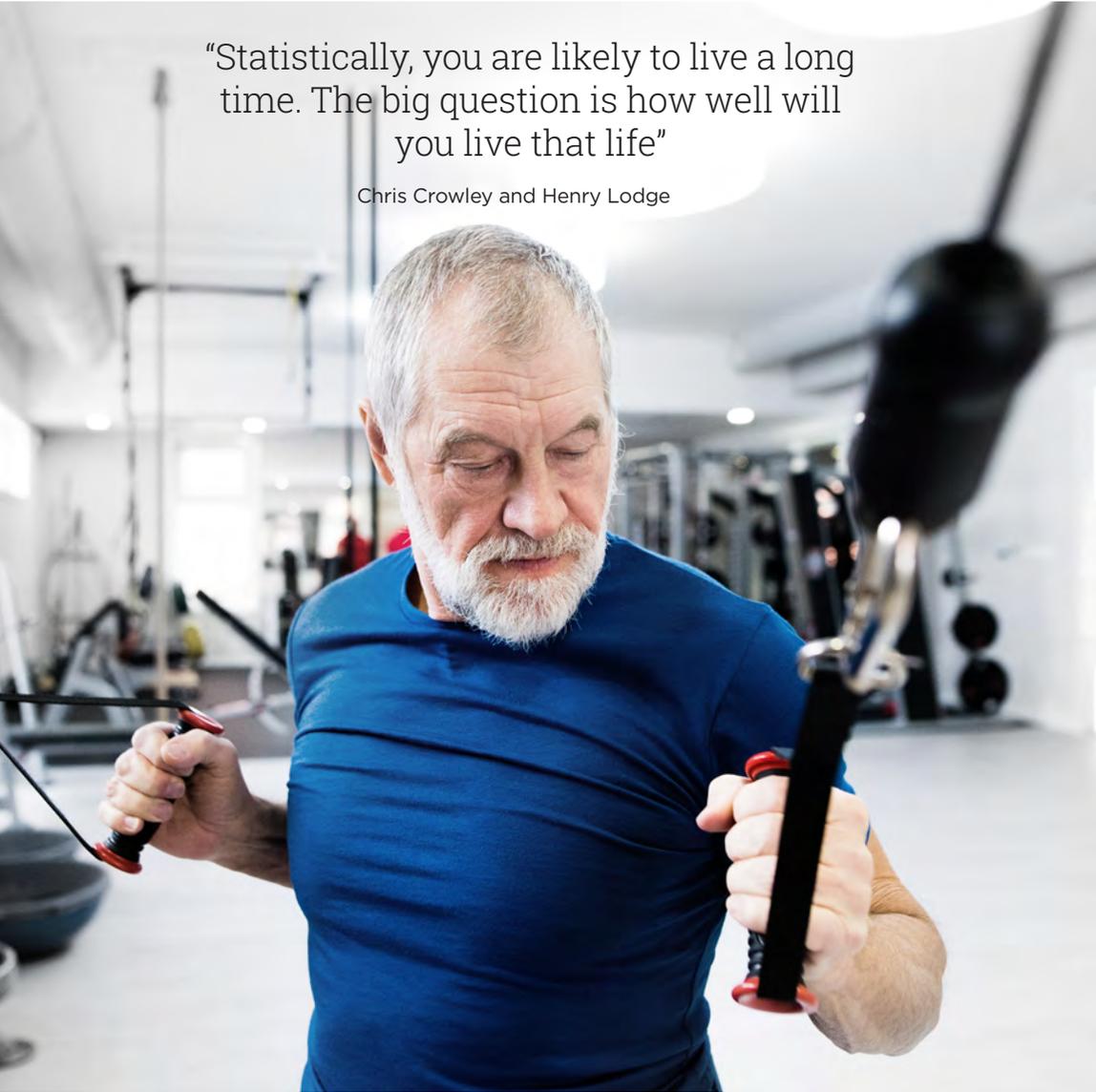
Top 7 Causes of Death WHO 2015, based on Global Health Observatory (GHO) data

<sup>17</sup> World Health Organisation (WHO)

Before you start your personal growth journey you need to put in place the conditions for a positive functional health. Consider going to see a Functional Health professional if you have any doubts about how you are going regarding your health.

“Statistically, you are likely to live a long time. The big question is how well will you live that life”

Chris Crowley and Henry Lodge



## LIVING LONGER OR BETTER?

Longevity is increasing at a stunning rate around the planet, so statistically you are likely to live a long time<sup>18</sup>. Not only will you live longer, you will no doubt also expect more living from your years as you age. Therefore the question you must ask yourself is, “How well will you live that life?” In the context of a major shift in the percentage and the number of deaths due to avoidable metabolic diseases, now more than ever, it is increasingly important to consciously choose the type of life you lead.

Exercise and nutrition are often mentioned as keys to reducing health risks. While you may already be likely to regard exercise as important, it is worth reinforcing some of the key messages.

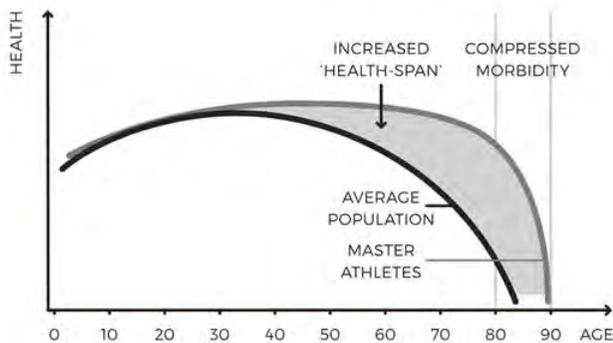
The notion of exercise as medicine is well documented and the evidence-based benefits are laid out in [US health.gov website](#). Studies clearly demonstrate that participating in regular physical activity provides many health benefits including lower risk of metabolic syndrome including type 2 diabetes mellitus (T2DM), cardiovascular disease and cancer. While reducing risk of these conditions may require years of regular physical activity, other benefits, such as increased cardiorespiratory fitness, increased muscular strength, and decreased depressive symptoms, can be acquired in only a few weeks or months. A study of older athletes where cardiovascular, respiratory, neuromuscular as well as cognitive systems must all work well individually and collectively, provides insights of how active lives maximise [healthspan](#). Therefore, we can maintain our health, physical and cognitive capacities for as long as we can, compressing ill health into as short a period as possible<sup>19 20</sup>. The grey area in the figure represents feeling and being healthy while alive and clearly older master athletes have more mobility and tend to be and feel healthier than sedentary people.

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<sup>18</sup> Crowley, Chris, Henry S. Lodge and Bill Fabrocini P.T. C.S.C.S., “Younger Next Year: The Exercise Program: Use the Power of Exercise to Reverse Aging and Stay Strong, Fit, and Sexy”, 2005

<sup>19</sup> Hewitt, James, “How to Grow Old Like an Athlete”, World Economic Forum, Feb 2017

<sup>20</sup> Lazarus, NR and SD Harridge, “Exercise, physiological function, and the selection of participants for aging research,” The Journals of Gerontology: Series A, Volume 65A, Issue 8, 1 August 2010, Pages 854-857, <https://doi.org/10.1093/gerona/glq0167>



### Healthspan in How to Grow Old Like an Athlete<sup>21</sup>

In terms of nutrition there have been significant advances in the understanding of root causes for many of these non-communicable metabolic lifestyle diseases. Dr Gerald Reaven<sup>21</sup> emeritus professor of medicine at Stanford University, has spent the past 60 years studying insulin resistance (IR). As discussed by Tim Noakes and Marika Sboros in the book, *“Lore of Nutrition”*<sup>22</sup>, Reaven has suggested that the combination of obesity, T2DM, abnormal blood lipid levels and high blood pressure existing in the same individual is caused by the same underlying conditions, namely IR and hyperinsulinemia (excess levels of insulin). Addressing the root cause could reduce your risk for obesity, heart attack, stroke, T2DM, high blood pressure and even dementia (such as Alzheimer’s disease, also known as type-3 diabetes).

In the 1980s Gerald Reaven demonstrated that removing carbohydrates from the diet uniformly improved all measures of health in those with IR and metabolic syndrome. Sugar is linked to not only metabolic syndrome but also cancer, as cancer survivor Dr Gary Fettke outlines in this [video](#).<sup>23</sup> 

<sup>21</sup> Hewitt, James, “How to grow old like an athlete”, Hints Performance, Feb 2017, World Economic Forum

<sup>22</sup> FB Kraemer and

<sup>23</sup> Noakes, Tim and Marika Sboros, “Lore of Nutrition, Challenging Conventional Dietary Beliefs”, Struik Publishers, 2018

## ACTIVE AND DIABETIC

*Ian:* I have been active most of my life. At school I participated in a number of sports, settling into running and squash racquets after I left school. Through my 20's I maintained a regular routine of a few games of squash and a couple of runs each week. I completed a few half marathons achieving a personal best (PB) of 1hr 30mins. To put this in perspective, I am a long way off what good athletes can achieve, but above average across the overall field. So, I consider myself a typical enthusiastic amateur! During my 30s, family and life took over and my running dropped away. Other than ramping up for several months for a half marathon which I trained up for in New Zealand.

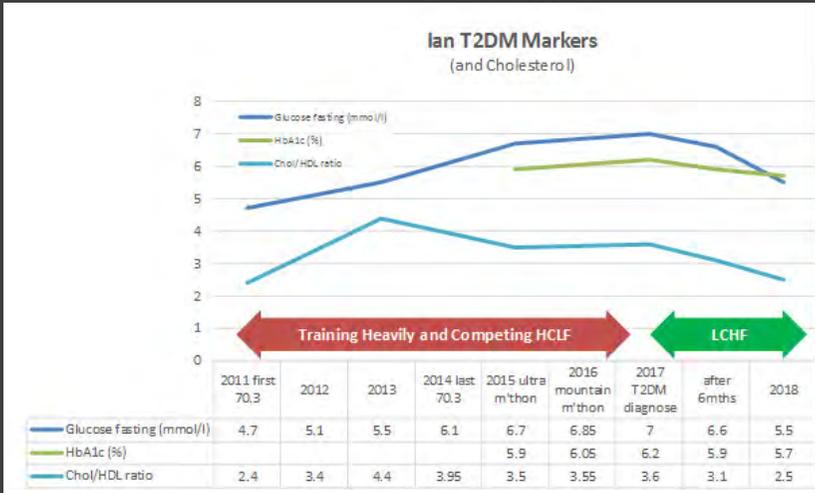
Additionally, years of playing squash took their toll on my body and after experiencing joint pain I was advised I had some arthritis on the hip. After recommencing low key running and then having a skiing accident I had two knee operations and was told I should stop my running. This triggered a mourning and sense of loss for a sport I loved. However, after a friend got me engaged in a multi-sport race (swimming, paddling, trail running and



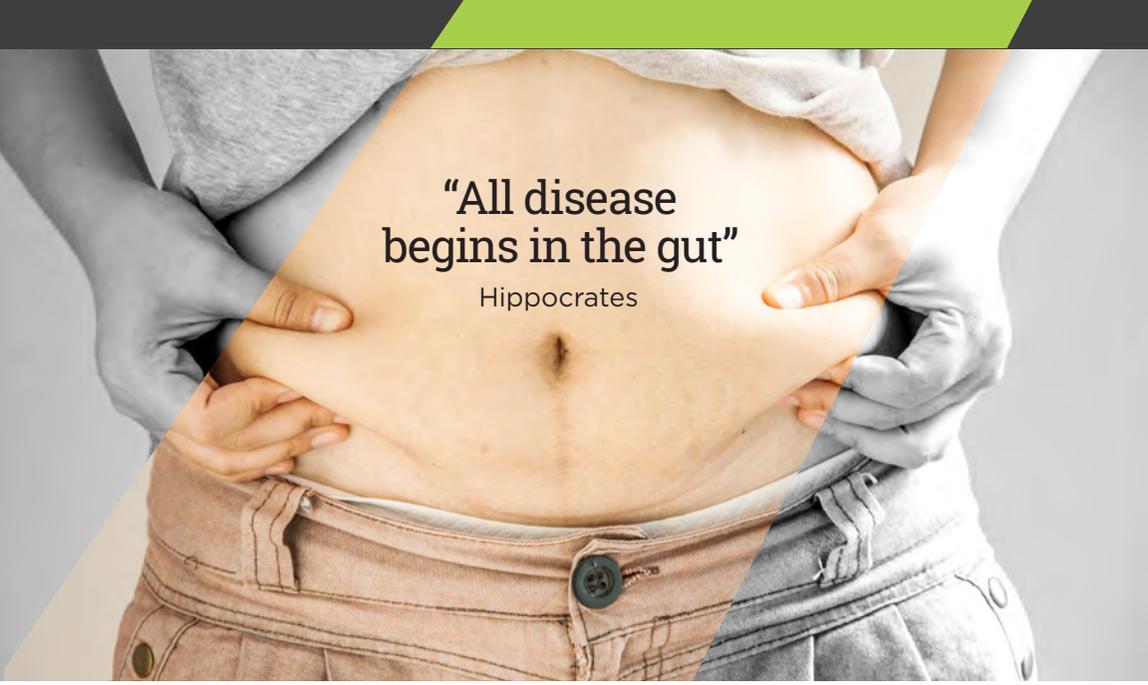
mountain biking) my passion was rekindled and the idea of completing a triathlon was born.

One thing led to another and after my first half marathon (1:47) in many years (with no knee pain) I stepped up under the supervision of a coach to a Half Ironman (70.3), a 1.9km swim, a 90km bike ride and a 21k half marathon. In my training I initially had quite a few problems with leg cramps and successive nutritionists advised me that the low(ish) carbohydrate diet I was on was not suitable. Instead I needed to increase my carb intake to support energy for training. During my training sessions I used electrolytes, gels and carb rich bananas for fuel. The next few years went well, and I trained six days per week often twice a day. My [Ironman](#) journey is story in itself but I completed a number of Half Ironman and multisport races, a full Ironman and other adventure races and ultra distance events during a five-year period. So, you can imagine my surprise when, a few years after my last Half Ironman, while still training for marathon and various cycling events I was told by my general practitioner that I had T2DM. This condition is a disease caused by insulin resistance (when the body can't metabolise carbs normally or use insulin effectively). If the body cannot use insulin effectively, the brain also suffers. Therefore, you can develop insulin resistance in the brain as well as the muscles, liver and fat cells.





Note that the markers highlighted are all important and while detailed discussion is beyond the scope of this book, brief mention is made of HbA1c. Because red blood cells in the human body survive for 8-12 weeks before renewal, measuring glycated haemoglobin (or HbA1c) can be used to reflect average blood glucose levels over that duration, providing a useful longer-term gauge of blood glucose control. The aim is to reduce this to below 6% or even better, 5.3%. Following a complete revamp of my nutrition, by increasing my fats and reducing my carbohydrates my metabolic health markers have improved and other markers like cholesterol (which incidentally is a much-needed substance for functional health) are looking positive. I am fully fat adapted which means in a recent resting metabolic test 100% of my energy needs were being supplied by fat in the body and 0% by carbohydrates. I recently rode 200k on my bike and had no carbohydrate the night or morning before, required no fuel during the 6+ hours of ride and had little desire for any carbohydrate afterwards. At any one time only 1% of the available energy in your body is available from carbohydrate and it is the one nutrient your body can do without. I use the other 99%. My journey continues.



**“All disease  
begins in the gut”**

Hippocrates

## FELLOW PASSENGERS

The human body is inhabited by vast numbers of microscopic life forms, collectively known as the human microbiota. There are around 40 trillion of these “aliens” in your body, most of which are in your intestines, and they are hugely important for your overall wellbeing. While it was once believed that our human cells were outnumbered by our guest bacteria, it is now thought that the numbers are roughly even.

The health of your gastrointestinal system is extremely important to your overall health. A 2015 *Cell Journal* study<sup>24</sup> found that approximately 90 percent of the body’s serotonin, a brain neurotransmitter, and important mood and emotion stabiliser is made in the digestive tract, a further mind-body link. Benefits of a good microbiome include improving immunity, raising energy levels, improving mood and mental health, vitamin and mineral absorbency, hormone regulation, digestion, vitamin and mineral production, and ability to eliminate toxins<sup>25</sup>.

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<sup>24</sup> Yano, JM, Yu, K, Donaldson, GP, Shastri, GG, Ann, P, Ma, L, Nagler, CR, Ismagilov, RF, Mazmanian, SK, Hsiao, EY. Indigenous Bacteria from the Gut Microbiota Regulate Host Serotonin Biosynthesis. *Cell*, 2015; 161 (2): 264 DOI: 10.1016/j.cell.2015.02.047

<sup>25</sup> Lord, D, “Your Body’s Second Brain - The Importance of Gut Health”, NavaCenter, June 2015

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When we think about our gut health, probiotic supplements are generally the first thing that comes to mind—but that’s not the only thing that you should consider. The process to improve your gut health is to first *remove* the problem foods and toxins from your system that could be causing issues. If your lifestyle continues to include habits that damage gut bacteria, such as taking antibiotics and drinking highly chlorinated water it will come to little.

Then start to *repair* and heal the gut by reintroducing a clean diet and key nutrients. With the addition of probiotics, you can then restore the ideal balance of gut bacteria. The best way to restore beneficial bacteria in the gut is to maintain a slightly acidic gut (pH between 6.7 and 6.9), which promotes the growth of good bacteria and inhibits undesirable bacteria. As we age past 50, our good gut bacteria decline, our gut acidity falls causing more attacks from pathogens and more illness as we age. You can stimulate acidity in gut by eating more pectins - apples, carrots, pears, gooseberries, quince, citrus fruits and their peel.

One of the best things you can do to enhance and improve gut flora is to regularly eat foods that contain a lot of friendly probiotic bacteria—specifically traditional fermented foods. You may also hear these dishes be referred to as “probiotic foods.”





## ZUBER HACK

# HOW CAN YOU IMPROVE YOUR OWN GUT HEALTH?

1. Eat a diverse range of foods
2. Eat lots of high fibre vegetables, such as broccoli and legumes, beans
3. Eat fermented (foods altered by microbes) foods such as yogurt, kimchi, sauerkraut, kefir, kombucha and tempeh
4. Don't consume too many artificial sweeteners such as aspartame
5. Eat prebiotics (foods that promote the growth of beneficial microbes in the gut) found in many vegetables and fruit and other sources, some of which can also reduce insulin resistance
6. Eat foods rich in polyphenols such as cocoa, red wine, green tea, almonds, onions, blueberries and broccoli
7. Take a probiotic supplement (live microorganisms) especially when unwell



## PRACTICE WORKBOX

Your waist circumference is one simple check to see if you're carrying around too much weight and are at increased risk of developing metabolic lifestyle disease. In Australia, most people should ideally have a measurement less than 94cm (males) and 80cm (females). Due to genetic differences however, some ethnic groups differ in what constitutes an ideal waist measurement and risk elevates at much lower measurements.

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When was the last time you had a health check?

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What do your health markers (such as blood pressure and blood glucose) show?

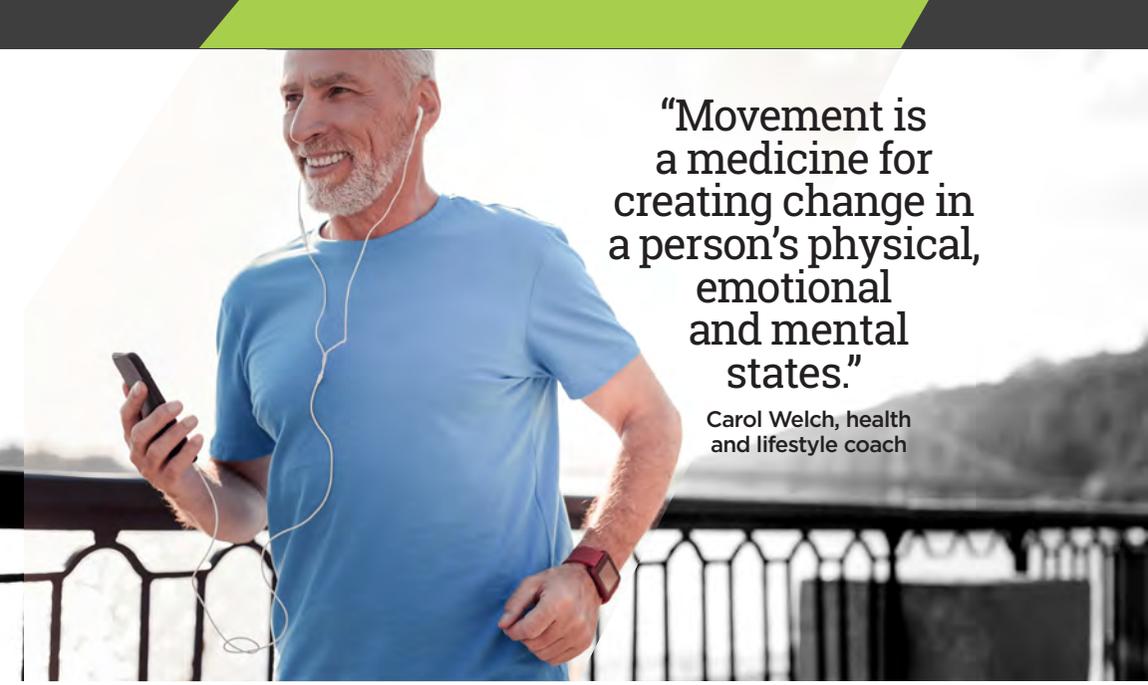
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Have you spoken to your health professional about your general health recently?

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**“Movement is  
a medicine for  
creating change in  
a person’s physical,  
emotional  
and mental  
states.”**

Carol Welch, health  
and lifestyle coach

## MOVING

The energy that comes from a fit body – emotional, cognitive, spiritual, feel-good optimism - builds the foundation for a fulfilling life. Without energizing your body, you may never know what you are truly capable of. To quote Socrates, *“It is a shame for a man to grow old without seeing the beauty and strength of which his body is capable.”* And mind and body are linked. The brain has a remarkable capacity for adapting to the environment and experience and physical activity has played a vital biological adaptive role as with cognitive and motor operations integrated for heightened effectiveness. Studies<sup>26</sup> have shown that higher fitness is associated with larger brain volume and better spatial memory performance with overall prevention of age-related cognitive decay and impairment.

Exercise is in fact the master signal for growth because it is the language of the physical brain, which runs our bodies and our metabolism. Exercise literally changes the gene expression in the muscles, joints, and cells throughout the body as a 2014 study

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<sup>26</sup> Gomez-Pinalla and Hillman, Charles, [“The Influence of Exercise on Cognitive Abilities”](#), Comprehensive Physiology, 2013, Jan 3, 403-428

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has found<sup>27</sup>. Epigenetic scientists from the Karolinska Institute in Stockholm discovered that exercise causes sections of your DNA to tell your genes when and how strongly to express themselves. The brain is malleable and capable of changing and developing throughout a lifetime. The term *neuroplasticity* is used to describe this tendency for the brain to keep developing, changing, and potentially healing itself. This acts to buffer ageing brains against dementia. The newest findings make it undeniably clear that the link between exercise and brain health isn't just a relationship, it is *THE relationship*<sup>28</sup>. Exercise, according to the latest science, “...appears to build a brain that resists physical shrinkage and enhances cognitive flexibility.” And this may mean that there is no greater tool at your fingertips than physical movement. So, your day-to-day lifestyle choices control not only your health and longevity but also to how you pass your genes on to future generations<sup>29</sup>.

The body is not only made for movement, but it needs movement to avoid atrophy. As the American doctor, Kenneth Cooper said “*We do not stop exercising because we grow old - we grow old because we stop exercising.*” Metabolic lifestyle diseases such as diabetes, cardio-vascular conditions and cancer are symptoms of inner decay and deficiency and through consistent daily exercise you have the means to defer, reduce or even reverse many of these conditions. It comes down to the choices you make. Cardiovascular endurance activities, strength and flexibility exercises all play a role. As you get older strength work training becomes even more important. After the age of 40 you lose up to 10 percent of your muscle mass per decade and [muscle mass index has been shown to aid longevity](#).

So how much should you exercise? Regular exercise is much better than irregular bursts as these indeed may be dangerous, subjecting unfit parts of the body to stresses they have not adjusted for. Six days per week is recommended and both aerobic and strength training are critical.

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<sup>27</sup> Lindholm ME, Marabita F, Gomez-Cabrero D, Rundqvist H, Elstrom TJ, Tegner J, Sundberg CJ, [“An integrative analysis reveals coordinated reprogramming of the epigenome and the transcriptome in human skeletal muscle after training.”](#) Epigenetics, Dec 2014, 9(12):1557-69. doi: 10.4161/15592294.2014.982445.

<sup>28</sup> Reynolds, Gretchen. “How Exercise could lead to a better brain” , New York Times Magazine, 18 Apr 2012

<sup>29</sup> Perlmutter, David. “Grain Brain: The Surprising Truth about Wheat, Carbs, and Sugar - Your Brain's Silent Killers”, Little, Brown & Co, 2014



## ZUBER HACK

# AEROBIC EXERCISE

1. Aerobic activity builds and strengthens your aerobic engine, which powers the refueling (oxygen and energy sources) systems to the body and removes waste
2. It builds the mitochondria which are known as the powerhouses of the cell. They are organelles that manage cellular respiration taking in nutrients, breaking them down, and creating energy rich molecules for the cell
3. Each session should commence with a five to ten minute warm up and while each session should range between 45-60 minutes at around 60-70 percent of your maximum heart rate. One longer low intensity session per week is ideal
4. Aerobic activity reduces inflammation which is the basis for many diseases. Reduce inflammation and you reduce the risk of disease. Add aerobic exercise and the body becomes anti-inflammatory and acts to heal itself
5. Aerobic exercise [improves mood and wards off depression](#).<sup>30</sup> Over two dozen RCTs have shown the positive effects with one focused on 'dosage' which indicated that energetic aerobic exercise at least three times per week was ideal. It makes us feel more energetic, more optimistic, more confident and decisive and therefore more effective
6. It reduces stress. Stress is much like depression and works slowly and often insidiously adding inflammation and numbing the body. Exercise releases the feeling of stress
7. Go for a run, a swim, a paddle, a walk, whatever turns you on!

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<sup>30</sup> Blumenthal, JA, Smith, PJ, and Hoffman, BM, Is Exercise a Viable Treatment for Depression?, Journal of ACSMs Health Fit, 2012 July/August, 16(4) 14-21.

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## STRENGTH TRAINING

Strength training is crucial for quality of life as we get older. Combined with stretching for flexibility, it reduces the risk of muscular skeletal problems and accidental mishaps such as a fall which is one of the most frequent causes of chronic pain and discomfort as we age. Strength training twice a week is recommended.

According to Professor Rob Newton, Director of the Exercise Medicine Research Institute at Edith Cowan University, in Australia, building muscle is like building a personal pharmacy stocked with *good medicine*. A sedentary lifestyle forgoes this protection.

Muscle tissue secretes a range of beneficial hormones and cytokines that have a positive effect on the rest of the body. Cytokines protect us against infection and inflammation. Muscle also produces brain derived neurotrophic factor (BDNF) which represents one of the major contributors of neuroplasticity. The benefits are numerous:



- Strength makes you stronger to counter natural muscle loss as we age.
- Exercising muscles is a key to preventing T2DM by improving our muscles' uptake of glucose, strength training helps keep blood glucose levels healthy
- It improves bone density and helps us grow new bone which we lose as we get older. As we age, bone thins at a rate of 1 percent a year, for women almost double this amount. Exercising with weights helps prevent and treat osteoporosis by causing muscles to pull on bones, forcing bone to lay down more bone tissue. Weight bearing aerobic exercises such as running have the added benefit over non-weight bearing exercise such as cycling for the same reason.

- Strength training keeps your neuro-muscular signaling system and responsiveness in place. Proprioception (the sense of where you are in space), coordination and balance fall away as you get older and strength training mitigates this decline.
- Strength training relieves chronic pain such as sore joints, arthritis- by helping to take the load off your joints and keep you moving so that you can live a better quality of life. Working out with heavy weights also thickens the synovial fluid that helps lubricate joints and this reduces pain and further degeneration and protects you against



## STRETCHING

Fascia connective tissue wraps our muscles and tendons, and also buffers and supports the internal organs. The fascia can be imagined as a storehouse for energy (forces), and, like a spring, is able to produce incredible non-muscular power.

Thomas Myers, an expert in human connective tissue and author of, *"Anatomy Trains"*<sup>31</sup>, explains in [Biomechanics - isolation or integration](#) how we should treat human movement in integrated terms - the concept of the body operating as one system. If you can rely on the lean, efficient force of your fascia, you can improve your posture and increase your endurance strength and performance.

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<sup>31</sup> Myers, Thomas W, *Anatomy Trains: Myofascial Meridians for Manual and Movement Therapists*, Elsevier, 2013

Kangaroos can jump some 8m, and people wondered how. When researchers began to investigate, they looked at muscles. Yet the muscles alone were not large enough to produce enough force to enable them to leap the distance that they do. What they discovered is that the animals store kinetic energy and are able to use connective tissue to store the energy needed to jump.

Humans also have the ability to store kinetic energy. Stanford University showed that the force generated by a tai chi practitioner was more than 14 times his body weight. It makes sense when you think that gymnasts, dancers, and Parkour athletes need to utilize the elastic force in their connective tissue to perform their feats.



## FASCIAL CONNECTIVE TISSUE FOR POWER

You can enhance the flexibility, strength, and movement of your body, and reduce risk of injury through the stretching and maintenance of your fascial connective tissue to ensure it is optimally resilient and elastic. For most people it is an untapped source of strength and power. Yoga, tai chi, and other movement arts re-wire the body (connective tissue), brain and nervous system to enable this.

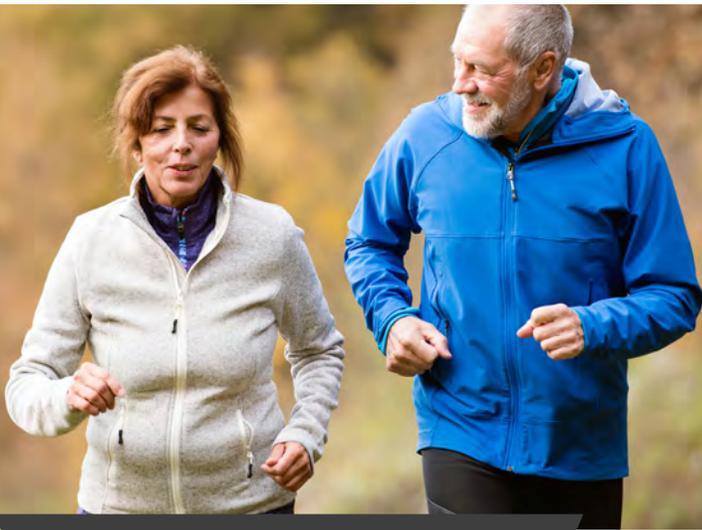
## THE SEDENTARY LIFE

The benefits of regular exercise are clear. Rest periods during training are vitally important, as how we rest is also critical. We cannot out-exercise long periods of sitting. For those of us who might fit in a pre-work training regime, if we are office workers, this is often followed by extended periods of sedentary time. A 2009 [study](#)<sup>32</sup> found a strong relationship between sitting time and dying from all causes (increased by 34% for women and 17% for men), irrespective of overall physical activity levels. Even if you are an endurance athlete, if you sit down for long periods, you are increasing your risk for chronic disease.

There is a natural inter-relationship of moving with some of the harmonizing practices such as yoga which, along with Pilates, qi gong and tai chi incorporate the mind and soul.

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<sup>32</sup> Patel AV, Bernstein L, Deka A, Feigelson HS, Campbell PT, Gapstur SM, Colditz GA, Thun MJ. Leisure time spent sitting in relation to total mortality in a prospective cohort of US adults. *Am J Epidemiol.* 2010 Aug 15;172(4):419-29. doi: 10.1093/aje/kwq155. Epub 2010 Jul 22.



## ZUBER HACK

# TO GET MOVING

1. Just do it. But start slow before building up the amount of exercise you do. The more often you exercise, the easier it gets as you build your strength and stamina. It takes about three weeks or longer to build a habit, so persevere
2. Choose an activity that you enjoy—and stick with it. Just because you “don’t feel like it” is not a reason not to exercise. Tell yourself that you’ll feel better afterwards
3. Timing is everything. Exercise at a time of day that is most convenient. Do not exercise on a full or empty stomach or just before you go to bed. People with depression often suffer from insomnia and night time exercise can leave you feeling energized just when you want to sleep. If possible, exercise during daylight hours to also benefit from sunlight exposure
4. For those with sedentary jobs, sit on an exercise ball at work, or stand at a work station, if it’s possible. Whatever you do, make sure you get up and move every half hour. When you’re watching TV, get up and walk around every time there’s a commercial

5. Watch out for barriers. Anticipate barriers to exercise and develop strategies to make exercise as easy and simple as possible. Anticipate barriers—bad weather, work commitments, fatigue, and brainstorm potential solutions
6. Get a buddy. Some people who exercise with a partner enjoy it more and are more likely to stick with it. Also, the extra social support may have additional beneficial effects
7. Exercise 45 to 60 minutes a day, six days a week, with a ratio of four aerobic and two strength trainings
8. Think positively. Praise your successes. View lapses in your exercise program as learning opportunities and don't get discouraged if you miss a session
9. Enjoy the moment. Take a minute when you are finished with an exercise session/to appreciate how you feel. If you are outside, mindfully soak in details of the nature around you - the trail, water below, the blossoms on the trees, the sound of the rustling of the wind in the leaves, the feel of the rain on your skin, or the sun kissing your face like warm liquid gold, or feeling the chill of the fresh early morning air

**“Even if you are an endurance athlete, if you sit down for long periods, you are increasing your risk for chronic disease.”**





# PRACTICE WORKBOX



Think about your current physical activity. What needs to change?  
What days can you exercise?

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What activities do you like to do?

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Write down your intentions for each day of the week.

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Who do you exercise with and how can they support you with a regular exercise habit?

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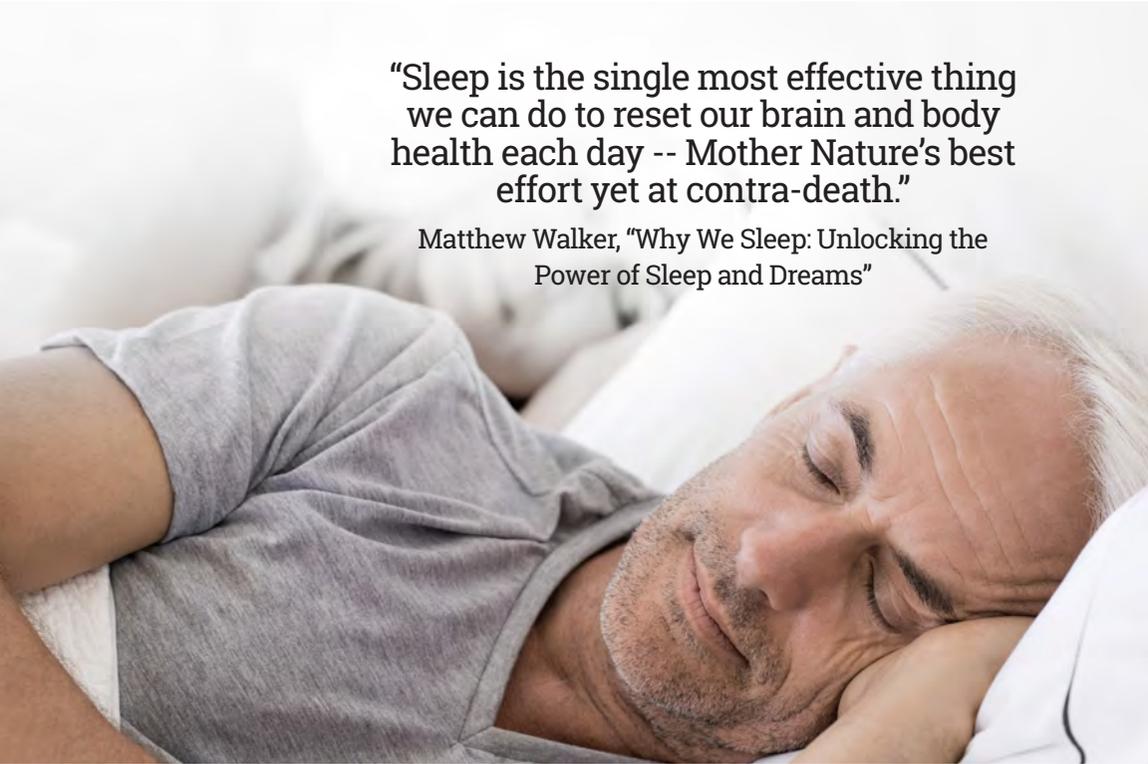
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## FUELING

Fueling encompasses all those elements that your body requires to be replenished on a regular basis like sleep, hydration and nutrition.

**“Sleep is the single most effective thing we can do to reset our brain and body health each day -- Mother Nature’s best effort yet at contra-death.”**

Matthew Walker, “Why We Sleep: Unlocking the Power of Sleep and Dreams”



## SLEEPING FOR PERFORMANCE

Sleep is like a type of fuel, what you take out you must restore. Exactly what sleep is and why we need it is still a bit of a mystery. What we do know that without sleep we cannot live or function at our best. Sleep and well-being go hand in hand and getting a good night’s sleep is just as important to your overall health as eating well and exercising regularly. Sleep is involved in healing and repair of your heart and blood vessels. A well-rested person is [20 percent smarter](#) than a tired, unrested person<sup>33</sup>. *Ongoing sleep deficiency is linked to an increased risk of heart disease, kidney disease, high blood pressure, T2DM, and*

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<sup>33</sup> Alhola, P and Polo-Kantola, P, “Sleep deprivation: Impact on cognitive performance”, *Neuropsychiatric Disease and Treatment*, Vol 3(5), Oct, 2007

stroke. An [article](#) in the Harvard Business Review written by Harvard Medical School professor Charles Czeisler warns us that people who sleep less than five hours a night for five years in a row are three times more likely to develop hardened arteries.

As you drift off to sleep, your body begins its night-shift work of:

- healing damaged cells
- boosting your immune system
- recovering from the day's activities
- recharging your heart and cardiovascular system for the next day

For active people, competitive or not, sleep dysfunction can have additional ramifications. As sleep expert Ian Dunican says, *“Sleep is increasingly recognised as being an essential component of performance and recovery.”* Inadequate (most people need at least six hours at minimum) and poor-quality sleep affects cognition, alertness and physical performance. The importance cannot be overstated, and you should be aware and protect the quantity and quality of your sleep. Get natural light (and fresh air) whenever you can and avoid daytime napping. Then before bedtime, avoid stimulants such as caffeine and alcohol, limit your eating and get into a relaxed bedtime routine where you can gradually wind down.



“Sleep is like a type  
of fuel...without it we  
cannot live or function  
at our best”



## ZUBER HACK

# HELPFUL TIPS FOR A QUALITY NIGHT'S SLEEP.

### DO

1. Go to bed and wake up at the same time every day. Maintain a routine and rhythm, even at weekends or after a poor night's sleep
2. Spend some time in natural light during the day. This helps promote melatonin a hormone that allows you to know when to sleep and when to wake up
3. Create a comfortable sleeping environment. Make sure your bedroom is cool, quiet and dark and ensure you have a comfortable bed and pillow
4. Use your bed only for sleep (and intimacy!) Your brain should associate your bed with sleeping
5. Feel relaxed and warm before bed. Reading a book or taking a warm bath may help you unwind and de-stress before bedtime

### DON'T

1. Consume caffeine before bed including tea, coffee, soft drinks and chocolate. Warm milk or herbal drinks are better
2. Drink alcohol before bed. Alcohol can worsen snoring, increase trips to the toilet to urinate, cause fragmented sleep and may wake you up prematurely
3. Exercise from two hours to bedtime. Exercise stimulates the body and makes it difficult to fall asleep
4. Eat a heavy, spicy or sugary meal before bed
5. Nap during the day. A day-time nap may reduce your body's need to sleep at night
6. Engage in stimulating activity or discussions before bed... anything that keeps your brain wide awake



# PRACTICE WORKBOX

List the practices that you do which are good for a solid night's sleep.

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List the practices that you do which are bad for a solid night's sleep.

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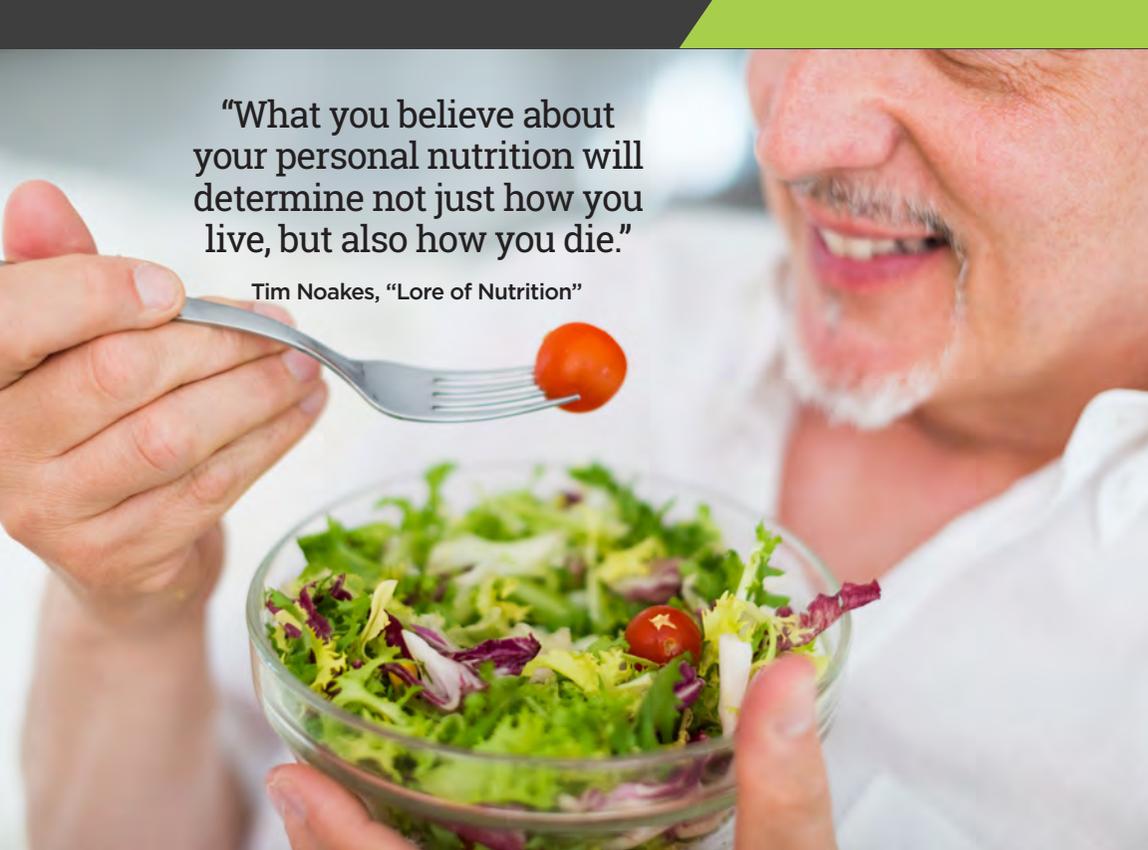
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What could you change?

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**“What you believe about your personal nutrition will determine not just how you live, but also how you die.”**

Tim Noakes, “Lore of Nutrition”

## NUTRITION FOR HEALTH AND ENERGY

How clear is your thinking? Do you ever get brain fog? Does your mood sometimes oscillate as your energy levels fluctuate up and down during your day? Food plays a vital role in driving positive Zen, Qi and Mojo.

Whether you have selected to eat plants only or not, everyone should focus most of their food on unprocessed real foods. These foods are what we, as humans, have biologically been adapted to use for our effective functioning. We developed over the past few million years as omnivores eating both plant and animal food sources, plus intermittent fasting when food was not readily available. Relatively recent developments like the mass cultivation of crops 10,000 years ago, and the even more recent mass production and processing of food, has dramatically changed what we eat.

We thought mass production of large scale crops of similar type like grains was a good idea at the time. Michael Eades in his [research](#) on the ancient Egyptians discovered that with a high grain diet, their health between 2500BC and 395BC was poor with evidence of obesity, T2DM, and poor dental health. In this Discover magazine [article](#) Pulitzer Prize winning author Professor Jared Diamond thinks that agriculture was, 'the worst mistake in the history of the human race'.



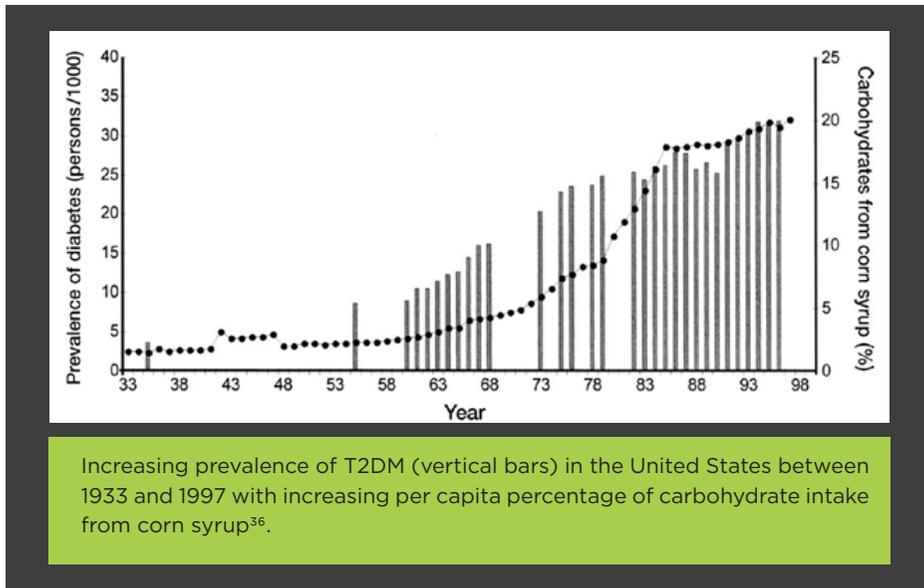
Nutrition is, unnecessarily and frequently a controversial topic. There is so much conflicting information and advice out there, made worse by professionals and food companies which appear to have agendas that are not aligned to us, the consumer. Mass production of food products (often loaded with additives) seemed like a great idea too. Unfortunately figures show that the world is getting sicker with chronic disease and it's no coincidence. What would you do if you discovered that the food you have seen in a dietary guideline is good for you, is actually the cause of your sub-optimal health? Would you be prepared to change what you eat and the way you prepare it?

***“Our food should be our medicine and our medicine should be our food” Hippocrates***

Consumption of carbohydrates rocketed after 1977 when a US government agency issued dietary guidelines demonizing fat. Americans consumed 30 percent more carbohydrates, including 25 percent more sugar, from 1971 to 2010 while reducing the consumption of fat, red meat and eggs. Removing fat from the diet had two significant effects:

- Palatability of foods was reduced, and food processors responded by sweetening foods with sugar.
- You also tend to feel less full without fat and protein, so people tended to consume more calories.

Many other countries followed these guidelines and populations got fatter and sicker as shown earlier with the increase in lifestyle diseases<sup>34</sup>. There is a growing realization that a low fat approach has been detrimental to health. A Women's Health Study published in the American Journal of Nutrition found that among 18,438 women, those who consumed the most high-fat dairy products lowered their risk of being overweight or obese by 8% <sup>35</sup>.



The good news is that you are able to do something about this. Not only for health, but also for endurance performance<sup>37</sup>.

Most of our lives we've been told the primary source of energy for our bodies is carbohydrates. However, there is a more efficient source of fuel that is under-utilized: ketones. When the body metabolizes fat it produces ketones, which are then used by cells for energy. When you are in a fat adapted metabolic state, you are able to burn your stored body fat reserves to produce ketones for energy.

<sup>34</sup> Reedy, Julia, "How the US Low Fat Diet Recommendations Of 1977 Contributed To The Declining Health Of Americans", University of Connecticut, Honors Scholar Theses, 490, Spring 4-29, 2016.

<sup>35</sup> Rautiainen, S, Wang, L, Lee IM, Manson, JA, Buring, J, Sesso, H, "Dairy consumption in association with weight change and risk of becoming overweight or obese in middle-aged and older women: a prospective cohort study", American Journal Clinical Nutrition, 2016, 103:979-88

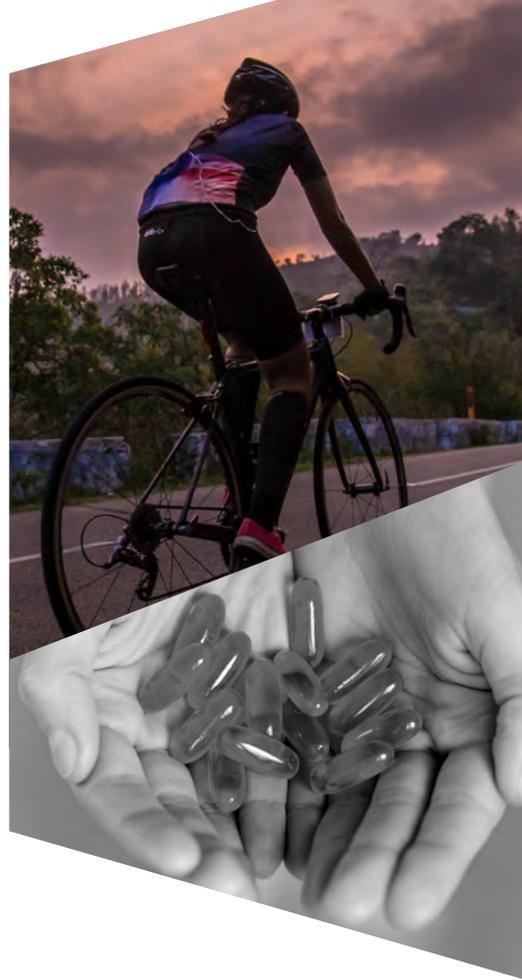
<sup>36</sup> Gross L, Li L, Ford E, Liu S. "Increased consumption of refined carbohydrates and the epidemic of type 2 diabetes in the United States: an ecologic assessment." Am J Clin Nutr. 2004;79:774-779.

<sup>37</sup> Phinney, Stephen and Volek, Jeff. "The Art and Science of Low Carbohydrate Performance" Beyond Obesity, 2012

Many top athletes are now becoming fat adapted. In your body, carbohydrate makes up approximately 1 percent of your available energy, which is around 2,000 calories. As a fat adapted athlete, you can access a massive store of clean burning fuel, not only for when carbohydrates run out, but also during training so your high intensity glycogen is available when needed. In short it conserves your fuel. You can train your body to burn fat by simply changing your diet over a period of a few weeks, free yourself from carbohydrate dependency and turn carbohydrate induced glycogen into your secondary fuel. Once you make this transition, you can then train harder, perform longer, and recover faster.

You also lose the brain fog and your thinking becomes clearer, more laser like, as the brain, which itself is 60 percent fat and consumes 22 percent of our body's total energy expenditure, regards fat as a super-fuel"<sup>38</sup>.

Consider consulting a nutritionist who understands the importance



of the real food humans need and that we evolved with. Get checked for your levels of important micro-nutrients, for example Vitamin D. If you don't get enough sun, avoid dairy, or adhere to a strict vegan diet, you may be at risk. Known as the sunshine vitamin, vitamin D is produced by the body in response to skin being exposed to sunlight

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<sup>38</sup> Reedy, Julia, "How the US Low Fat Diet Recommendations Of 1977 Contributed To The Declining Health Of Americans", University of Connecticut, Honors Scholar Theses, 490, Spring 4-29, 2016.

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and also occurs naturally in a few foods including some fish, fish oils, and egg yolks and in dairy products such as cheese.

Vitamin D is essential for strong bones, but increasingly, research is revealing the importance of vitamin D in protecting against a host of health problems. These include cardiovascular disease, cognitive impairment in older adults, cancer, T2DM, hypertension, glucose intolerance, and multiple sclerosis.

Eat foods rich in polyphenols (plant compounds that have many health benefits, including reductions in blood pressure, inflammation, cholesterol levels and oxidative stress such as cocoa, red wine, green tea, almonds, onions, blueberries and broccoli).

Ultimately nature knows best. Humans survived and thrived for many thousands of years before mass agriculture was established, eating naturally occurring plants and animals. The best thing you will ever do is to minimise your packaged food consumption and sugar, and watch your carbohydrate intake while sticking to real, natural foods.



What foods and drinks do you consume that contain sugar?

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What else do you regularly eat that you think you could cut out?

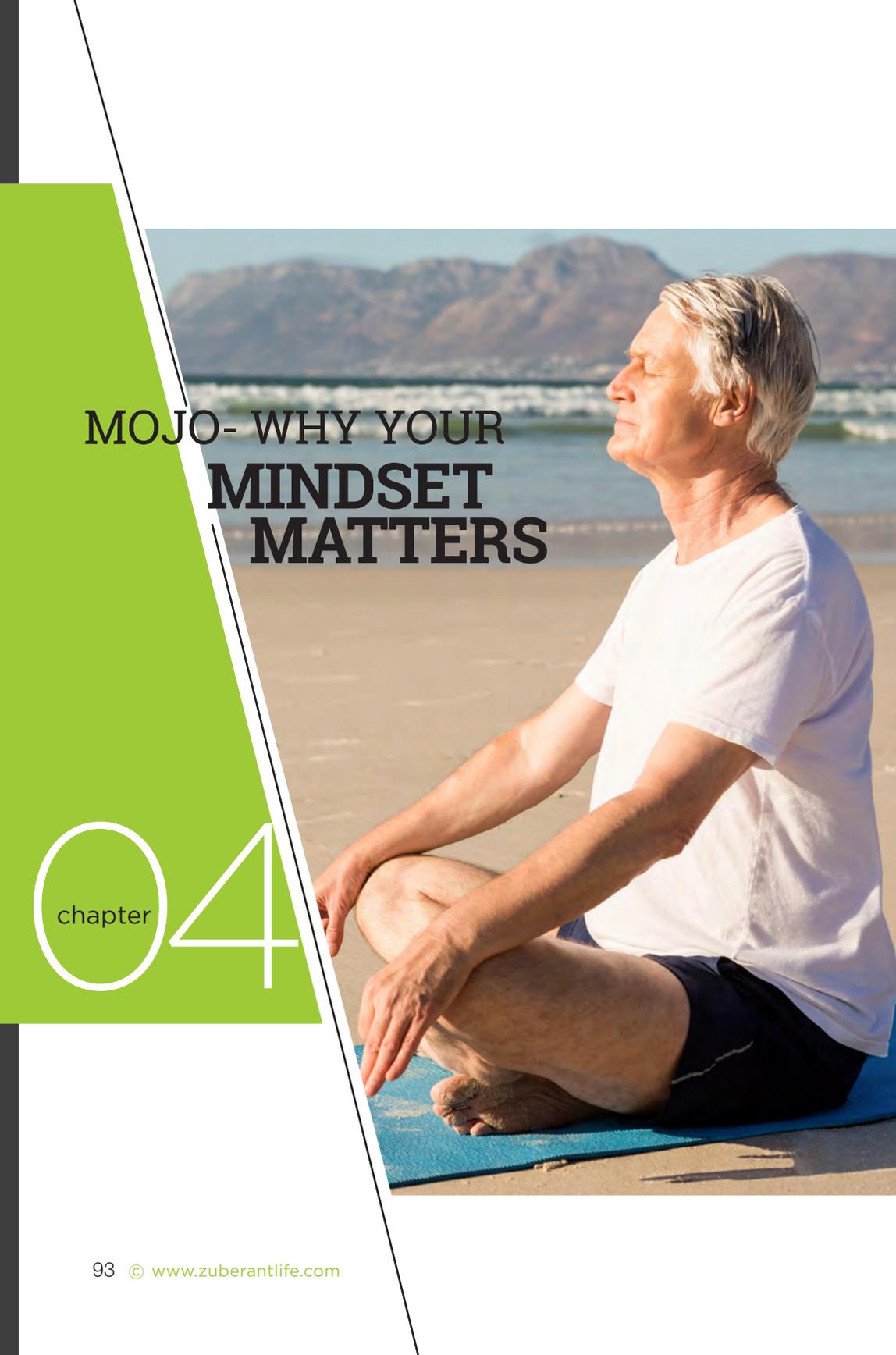
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List 5 foods you like that you believe would be good for you.

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What one change do you intend to take?

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A photograph of an older man with grey hair, wearing a white t-shirt and dark shorts, sitting in a meditative pose on a blue mat on a sandy beach. He is looking towards the ocean with his eyes closed. In the background, there are waves and mountains under a clear sky. A green diagonal graphic element is on the left side of the page.

# MOJO- WHY YOUR MINDSET MATTERS

chapter

04

“It’s 90  
percent  
mental. The  
other half is  
physical.”

*Lawrence Peter ‘Yogi’  
Berra, Baseball Manager*

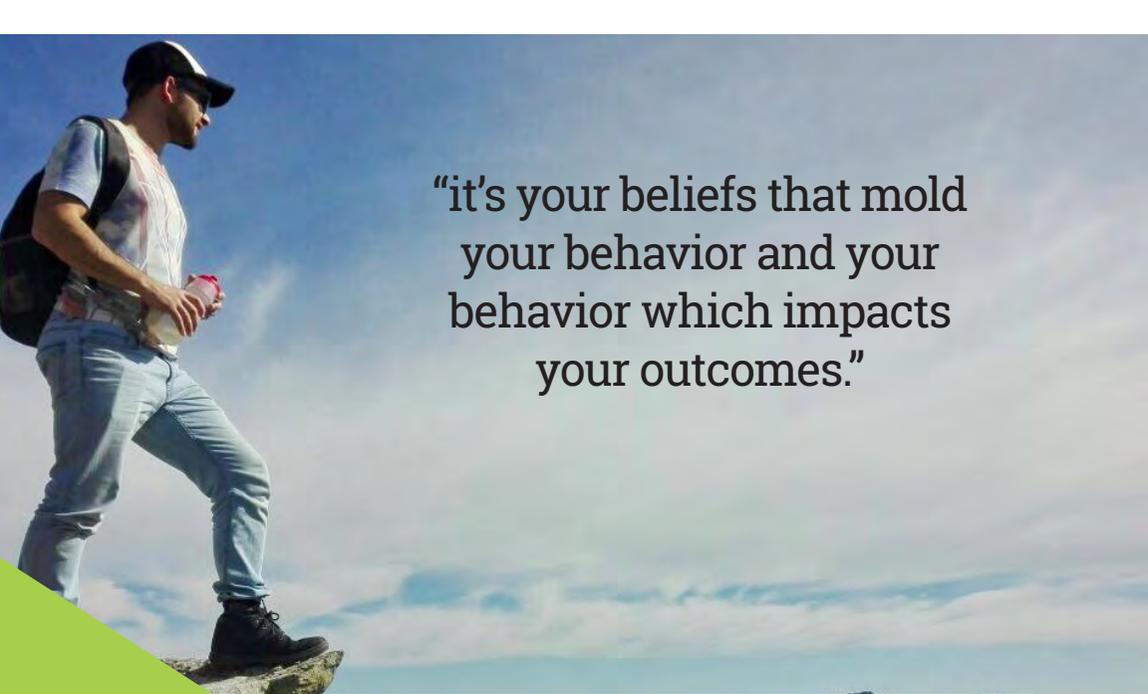
Mojo represents engaging the mind and building inner strength. Your Mojo is the difference between your hope to *achieve a goal* and you *actually doing it*.

You must totally believe that you can do it and channel this inner strength of mind to carry through on your intention. As Mahatma Gandhi said, *“Strength does not come from physical capacity. It comes from an indomitable will”*. It’s your beliefs that mold your behavior and your behavior which impacts your outcomes. Mojo is demonstrated through passion, self-belief, self-esteem, purpose, motivation, positivity, drive, desire, bounce, and vibe. But on the other hand, your Mojo is weak when you drift, are lethargic, procrastinate, have a lack of direction, apathy or little focus. Most people are not born with fabulous Mojo and it must be actively developed.

**“Strength does not come from physical capacity. It comes from an indomitable will”.**

Mahatma Gandhi





“it’s your beliefs that mold your behavior and your behavior which impacts your outcomes.”

## ZUBER HACK-MOJO

- Know you are unique. Your task is to recognize, embrace and work with it, remember, when you compare you despair. Accept yourself.
- Choose to focus on the bigger picture instead of being preoccupied with what others think of you. They are busy with their own lives and are expressing their own beliefs, biases, values and assumptions. Let them be
- Be an observer of your thoughts rather than an emotional reactionary. This means thinking before you act and asking other people to identify areas for improvement
- Always do your best. This will be different when you are tired or well rested. Under any circumstances do your best and you will avoid self judgement and regret



## SELF-BELIEF AND PERSISTENCE

Mojo was raging at the Rio Olympics in the pre-race ready room - [the game face of Michael Phelps](#) even caught the commentator's eye. Before a major competition, it is often required that competitors are called together before the start. Often this final checking of competitors is held in a small room sometimes referred to as the *psych-out-box*. Here races can be won and lost in this area especially when an athlete starts to question their personal Mojo.

Mojo is something that must be consciously developed and was one of Paul's strongest attributes.

*Paul:* I recall a situation at a National Championships towards the end of my swimming career. I was not the favourite to win but with my reputation, personal self-belief and good Mojo I won the race when my main competitor started to doubt himself and was disqualified after he false started due to nerves.

My process starts with me telling myself that I have done the work required to perform well for the event. This reinforces my self-belief. I then seek to convey this confidence to my direct competitors in the psych out box by my physical actions which include a very calm presence, measured stretching exercises and a positive face that clearly shows I am focused on the event in a calm Zen way, not worrying about anyone else. I often received feedback from competitors that I conveyed a very strong Mojo with my game face before an event and the Qi energy I gave off reduced my competitors' Mojo.

Paul Blackbeard, Founder and multiple swim world title and record holder of **Zuberant** Life.

With the integrated **Zuberant Model**© it is important that body, mind and soul are all healthy and harmoniously optimised. Good physical health promotes stronger mental health, and poor mental health leads to deterioration in the body. It is sobering and distressing seeing someone you love experiencing Alzheimer's and see their body deteriorate as their mind slips away.

The Truine Brain model is helpful in understanding our feelings, thinking and intuitive knowledge, and what makes us tick.

A photograph of a man with a grey beard and hair, wearing a brown and black jacket and khaki pants, hiking on a rocky mountain trail. He is using two trekking poles. The background shows a misty mountain range under a cloudy sky. A decorative green and black bar is at the top of the page.

**“The purpose of memory is not so much to record an historic event as to extract past lessons in order to structure our future.”**

## THE TRIUNE BRAIN MODEL

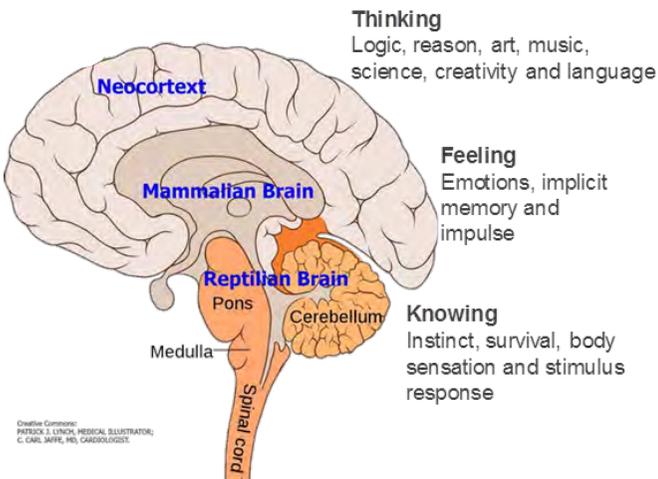
Formulated in the 1960s by American neuroscientist Paul MacLean, the model is based on the division of the human brain into three distinct regions. MacLean's model suggests the human brain is organized into a hierarchy, which itself is based on an evolutionary view of brain development. The three regions are as follows:

- Reptilian or Primal Brain consisting of the brain stem and the cerebellum
- Paleomammalian or Mammalian Brain - the Limbic System
- Neomammalian or Rational Brain - the Cerebral or Neocortex

According to MacLean, the hierarchical organization of the human brain represents the gradual acquisition of the brain structures through evolution. The Triune Brain model suggests the basal ganglia (**Reptile Brain**) was acquired first. This is thought to drive our primal instincts, followed by the paleomammalian limbic system (**Mammalian Brain**), which controls our emotions, then the neomammalian **Neocortex**, which is thought to be responsible for rational or objective thought.

While neuroscience has largely discredited the Triune Brain model due to advances in brain-imaging, and the model may not be an entirely accurate depiction of the human brain and its

development, the concept of our three brains represents a useful guide to understand what it means to be a human user.



## FEELING

Feeling is about your emotions, attitude and overall mental health. The limbic system or Mammalian Brain is considered to be the emotional brain. It is responsible for motivation and emotion required for feeding, reproductive behaviour and emotional attachment. It is the social part of the brain and has no sense of time, living in the here and now. It monitors events outside and inside our bodies, which is an essential quality for the development of the self. The three parts of the primordial emotional limbic brain are the amygdala, the hypothalamus, and the hippocampus. The amygdala is responsible for our instantaneous emotional responses which might save us from



a fatality but is not always accurate. The hypothalamus focuses on emotion processing, such as fear, sadness, disgust, happiness, and pleasure and the hippocampus for important cognition, motivation, intense emotional responses related to love and our sense of natural reward (which is thought to drive much of our dopamine induced impulsive behavior).

By linking emotions with behaviour, the Mammalian Brain serves to add a layer of control to the automatic responses of the Reptilian Brain. The limbic system enables us to record memories of behaviours that produced agreeable or disagreeable experiences. Memory is essentially recall of an emotional response. Can you remember days

where “nothing” significant happened? The purpose of memory is not so much to record an historic event as to extract past lessons in order to structure our future.

According to an article by James Clear entitled [The Science of Positive Thinking](#),<sup>39</sup> published by Huffington Post: *“Positive emotions broaden your sense of possibilities and open your mind, which in turn allows you to build new skills and resources that can provide value in other areas of your life. Negative emotions do the opposite. Why? Because building skills for future use is irrelevant when there is immediate threat or danger (like the tiger on the path).”* Positive emotions lead to a positive perspective which puts you in a better place for your future.

Current research is questioning whether the mind resides entirely in the head, or is distributed throughout the body, particularly the emotional heart and the intuitive gut ([your second brain](#)).

Are emotions shaped by the heart? The [Institute of HeartMath](#) has discovered neurons embedded in the heart. The heart communicates to the brain neurologically, biochemically- via hormones and neurotransmitters-, biophysically and energetically and is believed to significantly affect the brain’s activity. They have found that the heart talks more to the brain than the brain talks to the heart and believe that the heart has its own unique intelligence and thought processes about its world.



Research<sup>39</sup> is also showing that there are brain cells in the gut and that, like the heart, the gut speaks to the brain. A primal connection exists between our brain and our gut. We often talk about a *“gut feeling”* when we meet someone for the first time. We’re told to *“trust our gut instinct”* when making a difficult decision that tests our nerve and determination. This mind-gut connection is not just metaphorical. Our brain and gut are connected by an extensive network of neurons and a highway of chemicals and hormones.

## THE DISTRIBUTED BRAIN

<sup>39</sup> Clear, James. “The Science of Positive Thinking”, Huffington Post 2013  
[https://www.huffingtonpost.com/james-clear/positive-thinking\\_b\\_3512202.html](https://www.huffingtonpost.com/james-clear/positive-thinking_b_3512202.html)

[https://www.huffingtonpost.com/james-clear/positive-thinking\\_b\\_3512202.html](https://www.huffingtonpost.com/james-clear/positive-thinking_b_3512202.html)



## PRACTICE WORKBOX

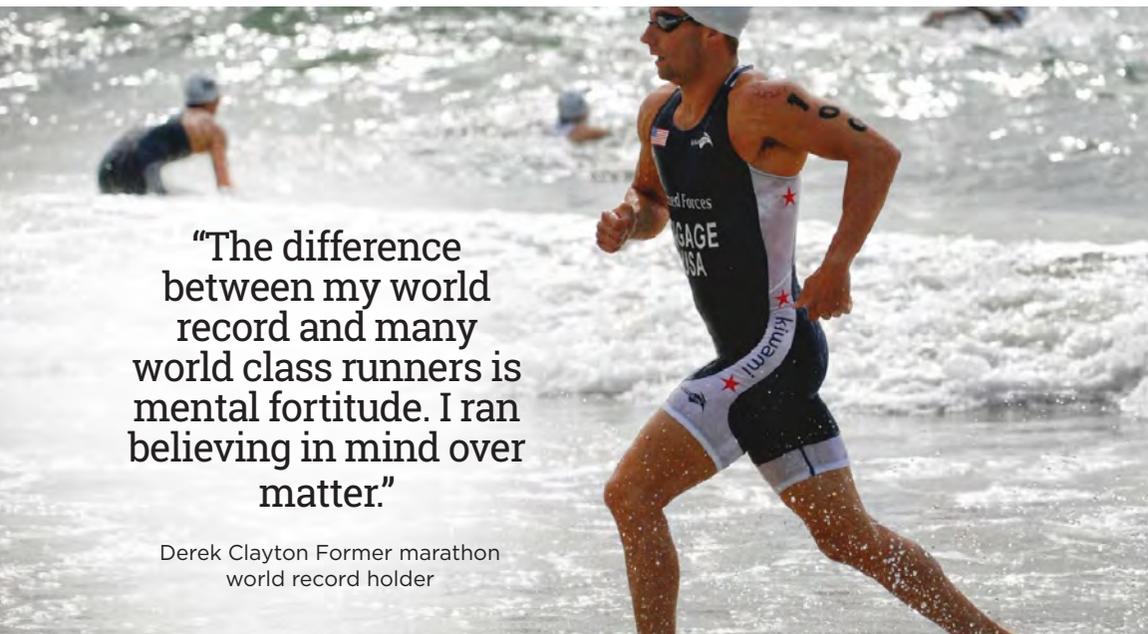


Tune into your emotions. They are what they are. Take a deep breath when you are feeling like you are losing control. If you are feeling an emotion you would prefer not to feel, take a moment to visualize all the good things about yourself and things around you. Look for the opportunity. As Napoleon Hill said in his book “Think and grow Rich”, “Every adversity carries within it a seed of equal or greater opportunity.” Then feel the positivity that you can then harness to move forward.

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Rate your current emotion as a feeling scoring it from 1 – 10. Then score how you would like to feel. Look at the difference and decide what you want to do about it. You can choose your response.

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**“The difference between my world record and many world class runners is mental fortitude. I ran believing in mind over matter.”**

Derek Clayton Former marathon world record holder

## THINKING

Thinking is the function of the neo-cortex, otherwise known as the Human or Thinking Brain which comprises more than 80 percent of the volume of a human brain. It is convoluted or almost crumpled in appearance, which increases its surface area and therefore the number of neurons that connect to the rest of the body. The neo-cortex enables executive decision-making, purposeful behavior, allows us to verbalise, see ahead and plan for the future. It also has specialized areas that make sense of and process information received from our senses, i.e. touch, sight, air temperature, tone of voice, etc. and is responsible for voluntary movement. Unlike the other two brains, it operates on a mostly conscious level, is dominant when engaged and when humans are in a standing position.

The neocortex consists of two hemispheres, right and left which are each responsible for specific functions. The left hemisphere functions include logic, mathematical reasoning, language, analytical thought and also movement on the right-



hand side of the body. The right hemisphere is known for governing creativity, imagination, musical understanding, insight, intuition, artistic skills as well as movement on the left-hand side of the body. Your creative side needs nurturing and is elusive and delicate. Fear and doubt can subdue your creativity. This is important as it is only by using your imagination can you effectively choose your perspective and create your possibilities in life.

## MIND OVER MATTER?

Athletes spend many hours focused on the physiological aspects of training to build aerobic capacity, strength and technique. As there is no doubt that this helps to prepare you to perform. However, the mental side of training and preparation can be just as important and perhaps even more so for endurance athletes.

According to Dr Tim Noakes in a paper in *Frontiers in Physiology*<sup>40</sup>, the brain acts as a central governor during endurance events, and works to limit our ability to push beyond perceived fatigue and pain to ensure self-preservation. To quote former marathon world record holder Derek Clayton who said: *“The difference between my world record and many world class runners is mental fortitude. I ran believing in mind over matter.”*

The concept of the central governor is based on the idea that the brain will override your physical ability to participate and literally shut the body down before you're able to do serious or permanent damage to yourself. However, Noakes supports the position that when you think you've given everything you've got physically, you actually have more to give and that the “illusionary” symptoms of fatigue are what separates the marathon winner from the runners-up. So the signal or response from the brain to slow down to preserve health is based more on belief and mental approach than a physiological reality.

Of course, this does not discount the physical demands of endurance sports. Instead the central governor theory states that physical competition is a balance between:

- Physical preparation and biological systems;
- Emotional components, such as motivation and pain tolerance;
- Self-preservation.

How these factors combine within you as a competitor will determine how far and hard you will be able to push during a race. Therefore, the influence and impact of mental preparation including motivators and emotional state need to be taken into consideration.

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<sup>40</sup> Noakes, TD, “Fatigue is a brain-derived emotion that regulates the exercise behaviour to ensure the protection of whole body homeostasis”, *Frontier in Physiology*, 11 April 2012 | <https://doi.org/10.3389/fphys.2012.00082>



## ZUBER HACK

# MENTAL PREPARATION

- Expect that there will be pain and discomfort
- Work on your tolerance to pain and put it in perspective
- Mentally map out the end point to the pain, and know when it will end
- Have confidence in your preparation and use this as a mental focus
- Practice mental visualization of the event during your training
- Work on your sense of pace and inner timing in the event. Be open to all conditions (e.g. wind or intensity of competition etc.) and accept that which is outside your control
- Focus on what's in your control



“separate out your conclusions about events from your observations and descriptions of the events themselves”

## REFRAMING

***“When you change the way you look at things, the things you look at change.” Wayne Dyer***

You can choose your perspective. As Edmund Hillary, the first man (along with Sherpa Tenzing Norgay) to conquer the highest mountain on earth in 1953 said, “Human life is far more important than just getting to the top of a mountain.” Additionally, Richard Williams, a “spoken word” artist, known by his stage name Prince EA, shows in an excellent video the power of how your perspective can shape how you feel, in his discussion about [mood depression](#). 

Accept the way things are. We have to distinguish our thoughts and feelings about the events from how the events actually are. We often let our feelings about how things should be preventing us from being with the moment and taking appropriate action. We get so wrapped up in things not being as we wish they were that we prevent ourselves from accepting the present and moving forward.

Be aware of your filters which go beyond your values and personality. Your senses bring you selective information on what’s out there before

your brain creates a model of what is truly there. So, it constructs your reality. You then engage the conscious mind to evaluate, interpret and make decisions. The danger and opportunity in this is that you have an artificial contract as the basis upon which you are taking your next action. Awareness that it is a story with embedded assumptions gives you the ability to tell yourself a different story, create new opportunities and make different choices.

In considering an experience, separate out your conclusions about events from your observations and descriptions of the events themselves. It is often useful to distinguish a verified fact, from an assertion or assumption, and an opinion or viewpoint.

### **Opinion**

*"a belief or judgment that rests on grounds insufficient to produce complete certainty  
a personal view, attitude, or appraisal"*

Opinions or viewpoints are preferences or judgements based on beliefs, values and facts, assertions and assumptions.

### **Assumption**

*"something taken for granted; a supposition, hypothesis, conjecture, guess, postulate, theory"*

An assumption is the act of taking for granted, or supposing a fact without proof.

### **Assertion**

*"a positive statement or declaration, often without support or reason"*

An assertion is a statement of a thing done or existing and considered to be a fact (but not yet verified).

### **Fact**

*"something that actually exists, reality, truth" (based on proof, evidence, justification)*

A fact is a verifiable statement that can be confirmed by evidence and independent parties.

Assumptions are perfectly valid and need to be made, but should be acknowledged as assumptions.



## ZUBER HACK

### DON'T JUMP TO ASSUMPTIONS, OR CONCLUSIONS FOR THAT MATTER

- Listen to what's being really said (including body language and tone of voice)
- Consider what facts you know are facts
- Acknowledge to yourself any biases or beliefs you may have
- Find the courage to ask questions to clarify and establish the distinctions between assumption, assertion, fact and opinion
- Communicate clearly and express your understanding and what you really want
- This hack can avoid misunderstanding and unnecessary, drama and change your life

There are two basic forms of reframes – content (or meaning) and context (situational). If you are able to detach yourself from the content and scenario, so you can observe the “actors” (yourself and the other people involved), withhold judgement and listen to what people are saying, you are in a powerful position. From this perspective you better understand your own motives and can see into the other actor’s motives. You distinguish fact from assertion, assumption and opinion. This gives you a strong position of influence.



## PRACTICE WORKBOX



Changing the frame of an experience can have a major influence on how you perceive, interpret and react to that experience.

Questions that are useful to ask when reframing content are:

- “What else could this mean?”

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- “In what way, could this be positive or a resource?”

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Think about a situation and how you could use contextual reframing. Ask questions such as: What other meaning could the behaviour have? Or for what purpose? What is the positive value in this behaviour?

## KNOWING

Knowing is about intuition and gut instinct, managing your reptilian and limbic brains, knowing your body and the ingrained technical/technique knowledge you've build up through learning and repetitive training and practice. Our inner knowing has a voice, that if we listen to it can guide our choices, our wisdom.

As necessary as the Reptilian Brain is for survival, we don't want it controlling our actions on a day to day basis. Because it's behaviour patterns aren't pretty and it rapidly gets angry. In fact, it's territorial and aggressive; it would do anything for sex and it cares way too much about what other people think. It is also obsessive and compulsive and thinks in pictures, symbols and shapes rather than words. It gets scared very easily and stops us from trying new challenges. Worst of all, when it is constantly in control and fighting for our survival, the neocortex isn't even able to activate.

The amygdala which sets up reactive responses based on recollection of previous events, modifies the instinctive stimulus-based processing of the Reptilian Brain. It comes down to mastering your amygdala, the organ that induces fear responses – fight, flight or freeze. When confronted with a situation, the amygdala accesses your deeply held memory and if it finds something from the past that confirms it as safe it gives the go ahead. So, your heart remains calm and your muscles remain relaxed. But if it finds a pattern that spells danger it tells your nervous system to move into emergency mode and your adrenaline spikes upwards sapping vital energy.

So, how do you master your amygdala? Under normal circumstances, you process information through your neocortex or thinking brain where logic occurs. The neocortex then routes the information to the amygdala. This causes a strong emotional response that precedes more rational thought. The trick to interrupting the emotional response of the amygdala is to take the micro-second before your

response kicks in and give yourself six seconds which interrupts the chemical pathway to the amygdala. Breathing deeply or focusing on a pleasant image helps to prevent your amygdala from taking control and causing an emotional reaction. Over time, you can rewire your brain to respond to emotional triggers by gaining time for the thinking

If you've made a conscious decision (neocortex) not to overindulge at a celebratory dinner because you know it won't be good for you and you may get indigestion. Your subconscious Mammalian Brain, thinks: "*Mmm, but the food tastes so good*". Your Reptilian Brain thinks "*I may not get food later, let me eat while I can*". You resist, initially (neocortex), but then find you are over eating and the unconscious brain wins.

The combination of Reptilian Brain and early emotional memories stored in the Mammalian Brain determine our response. And when our response feels out of sync with our conscious intention, we create a rationale to support our reaction, as in the above example. The subconscious brain is the ultimate decision maker and always wins. In some cases, it is the unconscious Reptilian Brain that is concerned with our survival, *saving us from ourselves, as it were.*



## MANAGING DECISIONS



**How Rebecca Rusch  
Adventure racer uses  
"self-distancing" in decision  
making.**

Rebecca, one of the world's top adventure athletes has won a wide range of world championships, including in white-water rafting, mountain-biking and cross-country skiing. Adventure racing, a sport in which individuals and teams can find themselves navigating in the dead of night, in a place they've never seen, whilst being tired, and hungry. Oh, and the rain might be bucketing down also (as once happened to Ian)

Rebecca would need to be exceptionally fit in body and her mind also. She would have to remain level-headed in dire and stressful circumstances. Not only would she be competing against the clock and competitors, but she would need to keep herself safe and in good shape.

In those situations when a wise and considered decision is crucial Rebecca has an ability to self-distance. To do this she pretends she's giving advice to a friend. This provides more objectivity, clarity and insight. In a race in the Italian Alps, that's exactly what Rebecca did. She was quoted as saying, *"I was shivering uncontrollably despite wearing a down jacket, rain gear and all of my spare clothing. I was pedalling with all the energy I could muster, but only moving about five miles an hour on easy terrain. I was fumbling the navigation because my brain was so numb from sleep deprivation. I was throwing up because my body would no longer accept food. I had been in this state for hours as I stubbornly trudged forward and spiralled downward."* Her self-distanced "friend" was able to assess the situation from the outside, looking in and gave her advice to stop and seek shelter and rest before continuing which transpired to be sound advice.

**"Positive emotions broaden  
your sense of possibilities  
and open your mind"**





## PRACTICE WORKBOX



### **You Are In Charge Of Your Mind, And Therefore Your Results.**

Identify your common thinking pattern (visual, auditory or other feeling senses). Think of examples of how you sense and interpret things. Using this knowledge of how to 'code' an experience, you can now influence yourself from within and help manage your thoughts.

Think firstly of something you enjoy. Then think of something you don't enjoy so much. How do the distinctions in your thinking vary?

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You can choose the state you want rather than it choosing you. Practice this over the coming week by consciously sensing your state in particular situations. What state would you like to choose to be most effective and happy? Choose this state and evaluate how this feels.

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# ZEN- EMBRACING THE RHYTHM OF YOUR SOUL

chapter 05

“A human being is part of a whole. He experiences himself, his thoughts and feelings, as something separate from the rest—a kind of optical delusion of his consciousness. This delusion is a kind of prison for us ...”

*Albert Einstein*

## EMBRACING YOUR SOUL

With an open mind and body, the soul can be felt and embraced. At the level of the soul, through your inner essence or true self you encounter an inexplicable sense of oneness and connectedness with life. For some it's described as an almost out of body experience, for others a feeling of collapsing their sense of separateness to experience unity with all. Others find themselves in a deeply meditative state whilst being totally present in the moment. Sensations of profound gratitude, joy and love seem to emanate from within and expand outwards beyond the body connecting you to your environment and others around you. And for a time, there is no ego, no boundary between yourself and another, only inner peace and freedom to be.

Soul exhibits through meaning and purpose, harmonizing or balance and connecting with self, others and nature.

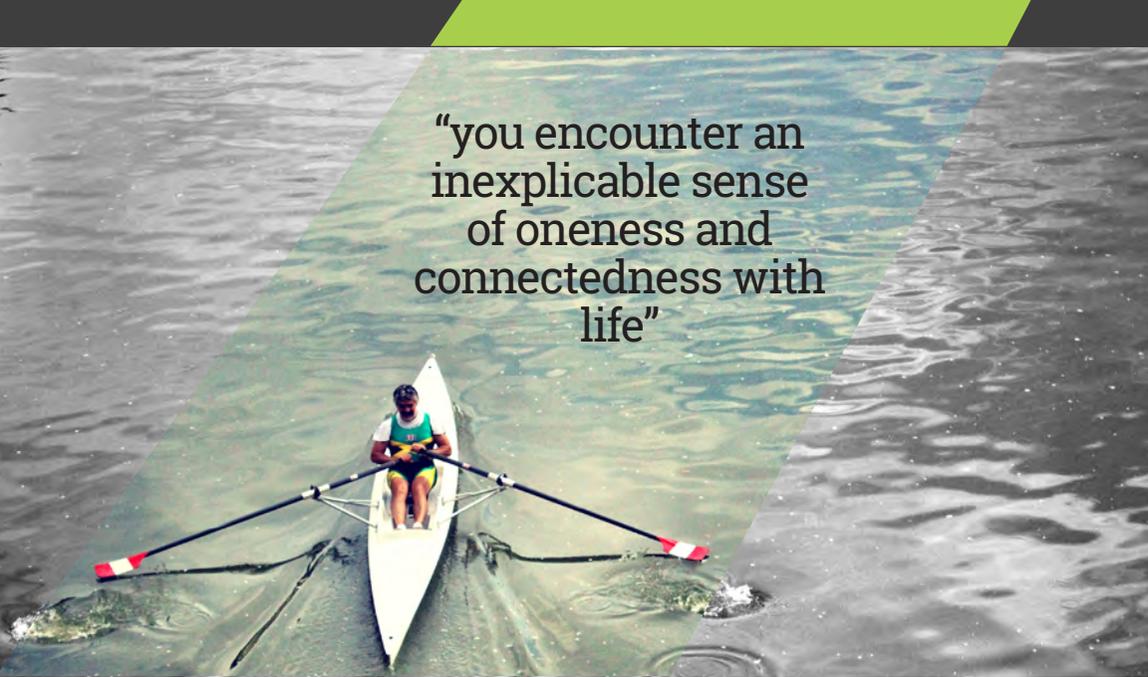
The terms spirit and soul can be confused but don't get hung up over them. One way of thinking of them as outlined in "Soulcraft" by Bill Plotkin is that soul is the vital mysterious core of our individual selves, an essence unique to each person, qualities found in layers of the self, much deeper than our personalities<sup>41</sup>. Whilst spirit is the single, great and eternal mystery that permeates and animates everything in the universe and yet transcends it. A unifying concept. Meaning relates more to the concept of soul while connecting infers spirit.



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<sup>41</sup> Plotkin, Bill. "Soulcraft. Crossing into the mysteries of nature and psyche" New World Library.2003

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“you encounter an  
inexplicable sense  
of oneness and  
connectedness with  
life”

## CONSCIOUSNESS

Our Consciousness - our means of expression while in physical form - has a threefold nature: thoughts, emotions, and actions. These are aligned to thinking (neocortex), feeling (Mammalian Brain) and just knowing (our body, Reptilian Brain and memory). All three layers of the brain are loosely connected via an extensive network of nerves. The Mammalian Brain and neocortex influence each other via ongoing communication, linking emotions with thinking and with voluntary action. The unique interplay of our memories and emotions with thinking and action is the basis for our individual personalities, for our very humanity.

Whilst we like to think of our neocortex as being our conscious decision maker, it is in reality, only selectively conscious. Psychologists generally agree that at best we are only 15 percent conscious of our motivations and behaviours.

This means that even when we think we're being rational and conscious, we're largely being driven subconsciously by previous similar experiences and emotions.



## ARE YOU TRULY ALIVE?

As recounted by Thich Nhat Hanh in his book “You Are Here<sup>42</sup>”, Meursault, the character from the short novel, “The Stranger”, by Albert Camus, represents a man who does not feel any connection to anyone or anything<sup>43</sup>. Without connection, he is almost like the living dead. Albert Camus, used the term *moment of awareness* when Meursault suddenly becomes alive. This happens when Meursault learns he is going to be executed for the murder he committed. At this point he is filled with fear, anxiety and anger. In his despair, as he is lying on the prison bed looking up at the ceiling, for the first time he notices the square of blue sky through the skylight. The sky is so blue – it’s the first time in his life that he has gotten deeply in touch with the blue sky.

Perhaps like many people he has looked at the sky from time to time and has not really seen it. Now three days before his death, he is able to connect with the blue sky in a deep way. He decides to live every minute he has left fully and deeply. He lives the last three days of his life in his cell with that square of blue sky.

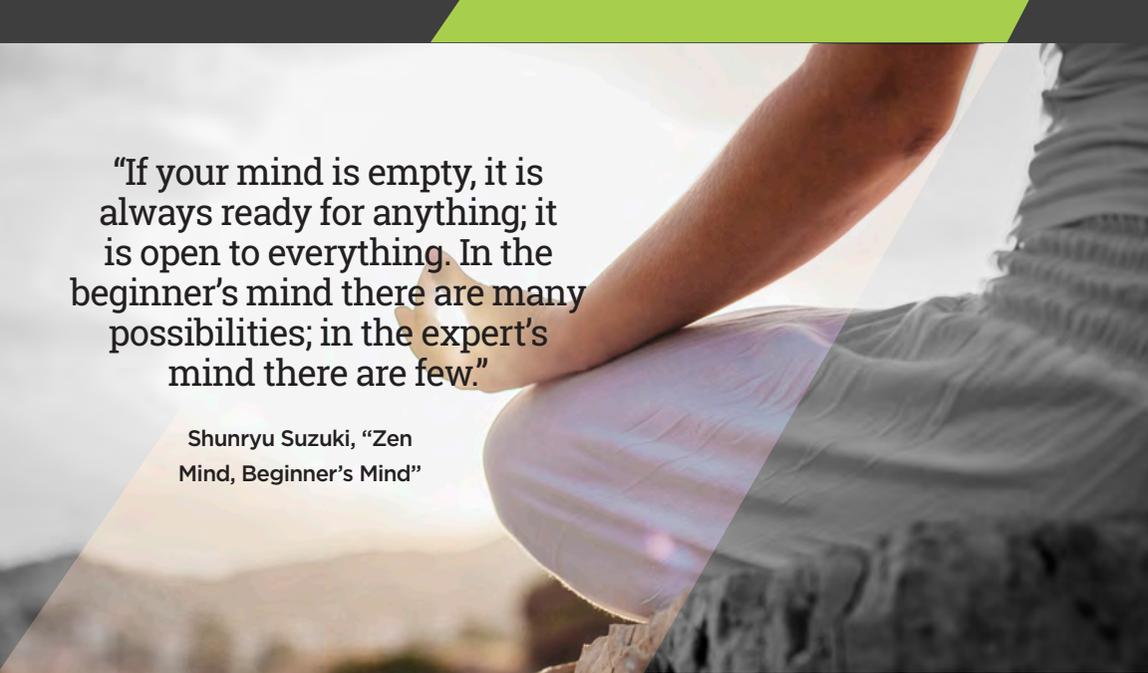
On the afternoon of the last day a priest comes to his prison cell to give him his last rites and he refuses them. He does not want to waste the last few hours of his life talking to the priest. He says, “*The priest is living like a dead man. He is not living like me, I am truly alive.*”

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<sup>42</sup> Thich Nhat Hanh, “You are here, Discovering the Magic of the Present Moment” Shambhala Publications 2009

<sup>43</sup> Camus, Albert. “The Stranger”, Vintage. 1989

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**“If your mind is empty, it is always ready for anything; it is open to everything. In the beginner’s mind there are many possibilities; in the expert’s mind there are few.”**

Shunryu Suzuki, “Zen Mind, Beginner’s Mind”

## INNER BALANCE

Zen reflects embracing the stillness to enhance your inner balance. Zen is a deep sense of inner peace. It is a harmonious, mindful, light, serene and calm feeling. Athletes will sometimes refer to this as a peak experience, where they feel completely engaged in their performance and lose their perception of time as they concentrate only on the moment. On the other hand, you know when your Zen needs work when you are distracted, frustrated, unbalanced, disconnected, stressed or agitated.

However, living in this ultra-connected, high speed, frantic non-stop world, we all have a deep-seated longing to be peaceful inside, to feel Zen. Do you feel the need to overcome frustration and anxieties? If so, perhaps you could make better decisions in the present and forgive yourself for past actions? Positive daily practices such as meditation and consciously feeling grateful for little and bigger things in your life, improve your Zen.



## ZUBER HACK

### GETTING YOUR BALANCE

- Recognise where you are out of balance either physically or in your actions
- Write down two positive core beliefs that you can embrace (these can be how we see ourselves, other people, the world or the future)
- Get comfortable with asking for help. People are usually delighted to help
- Be in the present. Practice mindfulness and gratitude for the day
- Live for the present – the now

Good Zen will reduce stress and anxiety, clear the mind, uplift your mood and improve your sleep. It also improves your Mojo through building confidence through inner balance. Strong Zen encourages flow. In the world of Zen even the mundane can be a source of wonder and engender inner balance, harmony and flow. Engaging with Zen is about becoming more aware of your feeling, thinking, and knowing.

Endurance sports elicit and bring out good Zen and help recalibrate your mind. Joe Mini-hane's account of how swimming helped him deal with anxiety is described in *Floating: A life regained*<sup>44</sup>. It was his therapy. *"Finding solace in swimming came after nearly a decade of living with an anxiety disorder. When I entered the water, I found that my mind - which struggled to separate small, inconsequential concerns from larger ones, leaving me often on the edge of blind panic - was becalmed.*

*The water gave me the ability to understand that living a life of constant worry was not normal and that I could change. It helped me find a way to fix myself, to make myself a better person in my own eyes."*



Connecting with yourself - accepting yourself unconditionally and loving yourself for who and what you are- is the single most important connection you have. Without it you cannot fully show up, be authentic and here in the moment. Instead you are always acting a role that is a façade for your ego and for others.

*"Endurance sports elicit and bring out good Zen and help recalibrate your mind"*



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<sup>44</sup> Joe Mini-hane, "Floating - a life regained", Overlook Press, 2017

Your ego is your conscious mind, the part of your identity that you consider yourself. While it is commonly used in a pejorative sense such as, “*he has a big ego*”, it is in fact a psychological term meaning the conscious (as opposed to the unconscious) mind, or the awareness of one’s own identity and existence. Nothing wrong in that, is there?



EGO

Your ability to build authentic, quality relationships is enhanced by not taking yourself too seriously. Accept yourself, but being stuffy or precious about yourself or your societal or organizational position undermines true connection. And humour goes a long way to connect with people. As William Arthur Wards said, “*A well-developed sense of humor is the pole that adds balance to your steps as you walk the tightrope of life*”.

***“The one important thing I have learned over the years is the difference between taking one’s work seriously and taking one’s self seriously. The first is imperative and the second is disastrous.” Dame Margot Fonteyn, British ballet dancer***

The quality of our relationships with others is incredibly important. In the “*The Art of Possibility*”<sup>45</sup> Rosamund and Benjamin Zander remind us that, in dealing with people, the conductor can lead the most powerful orchestra in the world, but does not make a sound. His or her only power is in getting the players to produce the beautiful sound they are capable of. With others you can create magic. Too often people place blocks in the way of harnessing the best out of relationships. Too often people judge others or take a position “they are wrong and I am right” based on our own beliefs. Remember that two people can see things differently. Step back and look at things from other perspectives. You don’t have to agree with the other person’s point of view to demonstrate compassion. My feelings and beliefs are as valid and real to me as yours are to you. Out of your empathy and curiosity new possibilities can emerge.

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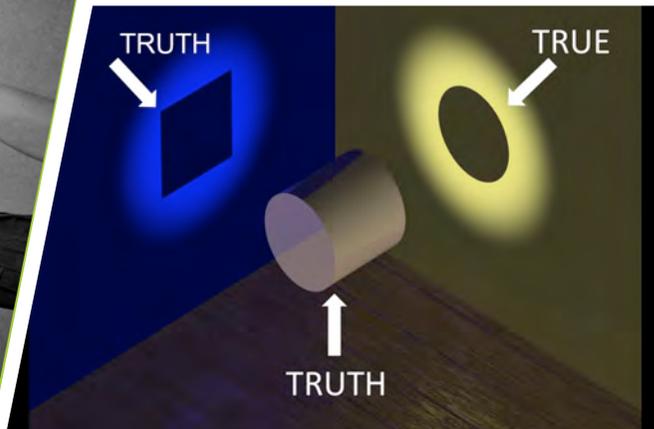
<sup>45</sup> Zander, Benjamin and Zander, Rosamund Stone, “The Art of Possibility”, Penguin Books. 2000

## JUDGING

It is natural to judge. Labeling and judging things and people is our way of making sense of the deluge of information with which we are bombarded. Our judging emerges from our paradigm of what is reality, our reference frame.

In reality events are constantly creating a fluid world around us. Change is a constant. Even if “we were right” before – and there are no guarantees – we should be open to the new reality in the present – the now. Be open to unlocking existing beliefs and to looking at things afresh. Suspend the counter-productive belief in your head and judgement of the other and make the conscious choice of turning our judgement into curiosity.

Don't take things personally. What others say and do is a reflection of their own beliefs, their own “reality” and not because of you. What others (like the picture below) say indicates more about them than it means anything about you. When you don't dwell on the opinions of others, you are freed to be yourself and create your own possibility.





## COMMUNICATING

As George Bernard Shaw once said, *“The single biggest problem in communications is the illusion that it has taken place”*.

Communication occurs firstly inwardly, with ourselves, and also outwardly, with others. Communicating successfully with others is vital for building relationships and community. It consists of:

- The effectiveness of how we listen to others
- The meaning we give to what others say
- What we say to others
- The manner in which we engage with others.

Communication is really a lifelong process of improvement. Focus first on understanding the other, the foundation stone of interpersonal communication. To quote Stephen Covey, *“Seek first to understand, then to be understood”*.

- to be fully present (conscious) – still your monkey mind and be fully mindful
- focus on your listening – not just the words spoken, but also the tone and body language
- Sit with the silence – don’t feel you need to speak to fill the gaps. You’d be surprised what you will learn when you give the other person space to think and express themselves

If you are mindful of, and respect, the different truths (beliefs, values, and assumptions etc.) being held, you are likely to engage in meaningful dialogue.

## BELIEVE IN PEOPLE AND TREAT OTHERS KINDLY

If you automatically assume the best in others, then you let the best come out in them and you remove barriers that may exist in the relationship. In contrast when you hold preconceived thought and beliefs this can sometimes manifest itself in ugly ways and at the very least can skew your judgement. At some stage in our lives we have all been guilty of holding unjust prejudices against people for no particular reason other than something we have been told about them as shown in this [video](#).<sup>46</sup> 🎥 Six photographers were told to photograph the same man but each of them was told a different background story about him. For example, one of them was told he was a self-made millionaire whilst another was told he was an ex-convict, another that he was a psychic. In reality, he was none of those things. The results of how the man was portrayed in these photographs was mind blowing and very revealing to say the least. Take a look for yourself.



**“Good Zen will reduce stress and anxiety, clear the mind, uplift your mood and improve your sleep.”**

<sup>46</sup> Canon Australia. “The Lab Decoy: A Portrait With a Twist” 2015 <https://www.youtube.com/watch?v=F-TyPFYMDK8&feature=youtu.be>



## RELATIONSHIPS

Building strong family relationships and a supportive group of friends is a foundation of a zuberant life. Make sure you nurture the health and vitality of your closest relationships. Working on these ensures the relationships evolve and grow, remain interesting and engaging. Supporting a family member through their journey and watching them develop and grow is a wondrous thing, enriching us in the process.

Friends are the best medicine. When you are feeling demotivated or need a lift friend-power can be more powerful than willpower. Find your *satsang* – from a Sanskrit word meaning ‘to associate with true people’. Surround yourself with good people. Friends are there for a chat, to confide worries, share stories that bring a smile or laugh, having fun, training, adventures and dreaming together.

More broadly, positive connections into the community, where you are able to be generous in spirit and action, make us feel happier. From this, benefits will flow into all areas of our lives. Find and nurture your community. Be reciprocal. A focus on eating well and moving our bodies means nothing if you feel isolated, disconnected, and lonely. A lack of community and strong social connection can have a disastrous outcome on your health and an imbalance in this aspect of life can pose just as much health risk as regular smoking.

## COMMUNITY

Humans are an intrinsically social species. This means our happiness and wellbeing depends on the relationships we build with others.



## STORY OF ROSETA

As reported by Malcolm Gladwell in "*Outliers - The Story of Success*"<sup>47</sup>

A group of 11 villagers from Roseto Valfortore, a medieval village southeast of Rome in the Apennine foothills, set off to America in 1882 to resettle in the new country. They settled near Bangor in Pennsylvania and established an almost self-contained village which they called Roseto.

In the late 1950's it came to light that almost no one under the age of 65 from Roseto had heart disease. Virtually no one under 55 had died of a heart attack. For men over 65 the rate was half that of the rate across the USA. The death rate from all causes was 30-35 percent lower than expected. There was no suicide, no alcoholism, no drug addiction, and very little crime and no one was on welfare.

A physician called Stewart Wolf investigated the cause. His initial theory was that diet could explain the discrepancy. Perhaps they had retained their Old World eating habits. Other than the Rosetans consuming 41 percent of their food from fat, much of the diet seemed to have been influenced by life in the USA. They did not exercise much either and many smoked.

What about genetics? Rosetans who had moved elsewhere in the USA were tracked down to evaluate their health. They were worse off than the people living in Roseta.

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<sup>47</sup> Gladwell, Malcolm, "*Outliers - The Story of Success*", Penguin Books. 2008

What about the region? The two closest towns Bangor and Nazareth were both the same size as Roseta and populated by similar European immigrants. For men over 65 the death rates from heart disease from these towns were three times that of Roseta.

The reason had to be in Roseta itself. It turns out that Roseta had a strong social community. Rosetans visiting each other, stopping to chat in the street or cook for each other in their backyards. Very similar to the Japanese in Ogimi, Okinawa, Japan in fact. The extended family clans in Roseta came together with three generations frequently under one roof. The egalitarian social structures that had been transplanted from Italy had a unifying and calming effect. It provided a powerful, protective unifying structure that buffered the townspeople from the stresses of the outside world.

Community is powerful.

Connecting means building the “we”. In any interaction one can discriminate between I/me, they/them and we. Listen for the unseen threads that connect us all. The we then becomes unveiled and your language can change from I/me to us/we when you think, and when you have dialogue with the person you are with.

Ubuntu - a person is a person through others - demonstrates this.

Here’s how well known South African leader Desmond Tutu explained the concept:

*“Africans have a thing called ubuntu. We believe that a person is a person through other persons. That my humanity is caught up, bound up, inextricably, with yours. When I dehumanize you, I dehumanize myself. The solitary human being is a contradiction in terms. Therefore, you seek to work for the common good because your humanity comes into its own in community, in belonging.”*

*“Your humanity comes into its own in community, in belonging.”*



UBUNTU



## PRACTICE WORKBOX



### SIX WAYS TO BE A GOOD COMMUNITY MEMBER

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- Make an effort to reach out to someone in need
- Respect others for their differences or beliefs – don't judge
- Be accountable and don't blame others
- Contribute by stepping in and participating
- Be an example to others and teach
- Be grateful for everything, including things that are difficult. Learn.



**“Positive connections into the community, where you are able to be generous in spirit and action, make us feel happier”**

## HARMONISING

Harmonising includes the practices that support balance, awareness, and stillness and a sense of calm. The practices work not only with the soul but on body and mind and are often called body-mind practices. They help de-stress and integrate you and are beneficial to practice regularly.

Modern living is resulting in stress response in people akin to living in pre-historic times where we were avoiding predators and surviving off the land. A study has shown that our genomes are far more fluid to environmental influence than we have generally appreciated<sup>48</sup>. Cortisol is released in response to fear or stress by the adrenal glands as part of the fight-or-flight mechanism. As a result of chronic stress and elevated cortisol levels, risk is elevated for immune function, bone density, weight gain, blood pressure, cholesterol, heart disease depression, mental illness, and overall lower life expectancy.

Avoiding and reducing stress is therefore very important. Measures such as exercise and seeking out lower stress environments and spending time in nature are all very positive, as are several mind-body-soul practices. These include mindfulness and meditation practices, gratitude practices and yoga, Pilates or qigong which help quiet your soul, refresh and balance the mind and energize the body. Studies have shown that mindfulness meditation can reduce pro-inflammatory processes, enhance the immune function, protect the DNA from aging and reduce cortisol<sup>49</sup>. Similarly use of a gratitude journal has shown reduced inflammation and heart failure risk<sup>50</sup>.

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<sup>48</sup> Slavich, GM and Cole, SW, "The emerging field of human social genomics", *Clinical Psychological Science*, 2013, Jul 1(30):331-348

<sup>49</sup> Turakitwanakan W, Mekseepalard C, and Busarakumtragul P, "Effects of mindfulness meditation on serum cortisol of medical students". *Journal of Medical Association, Thailand*, 2013, Jan, 96, Supp 1:S90-5

<sup>50</sup> Laura Redwine, Brook L. Henry, Meredith A. Pung, Kathleen Wilson, Kelly Chinh, Brian Knight, Shamini Jain, Thomas Rutledge, Barry Greenberg, Alan Maisel, and Paul J Mills, "A pilot randomized study of a gratitude journaling intervention on HRV and inflammatory biomarkers in Stage B heart failure patients"

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## MINDFULNESS AND MEDITATION

are two sides of the same coin — they complement each other and they very often overlap. At the same time, each has its own specific definition and purpose.

Meditation is a tool for rediscovering the body's own inner intelligence. Practiced for thousands of years, the practice of Zen meditation or Zazen is about finding the silence that's there and making it a part of your life. Silence is the birthplace of happiness, creativity and infinite possibilities.

There are many forms of meditation, including contemplation and visualization, but mindfulness is the type where you bring your full mind to an object or action. Being mindful of your breath, for example, is a common form of mindfulness during meditation.

Mindfulness and meditation are two sides of the same coin — they complement each other and they very often overlap. At the same time, each has its own specific definition and purpose.

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Mindfulness is the act of focusing on being in the present, such as focusing completely on drinking a hot cup of tea, taking in its scent, warmth, and taste and removing overpowering emotions from the mind. Mindfulness is a form of meditation. Mindfulness of thoughts – you can practice being an observer of your own mind. It’s a fascinating sensation and watching your thoughts creates a space between thought and reaction.



Research studies have found that mindfulness reduces stress, anxiety, may prevent and treat depression, improves memory, focus and can even benefit immune system function. Together with healthy relationships, lifelong friendships and social connections, managing and reducing chronic stress have been shown by Nobel Prize laureate Elizabeth Blackburn to improve the length of your telomeres<sup>51</sup>. Telomeres protect the ends, and therefore length, of your chromosomes – your very DNA – and so act to reduce the effect of aging.

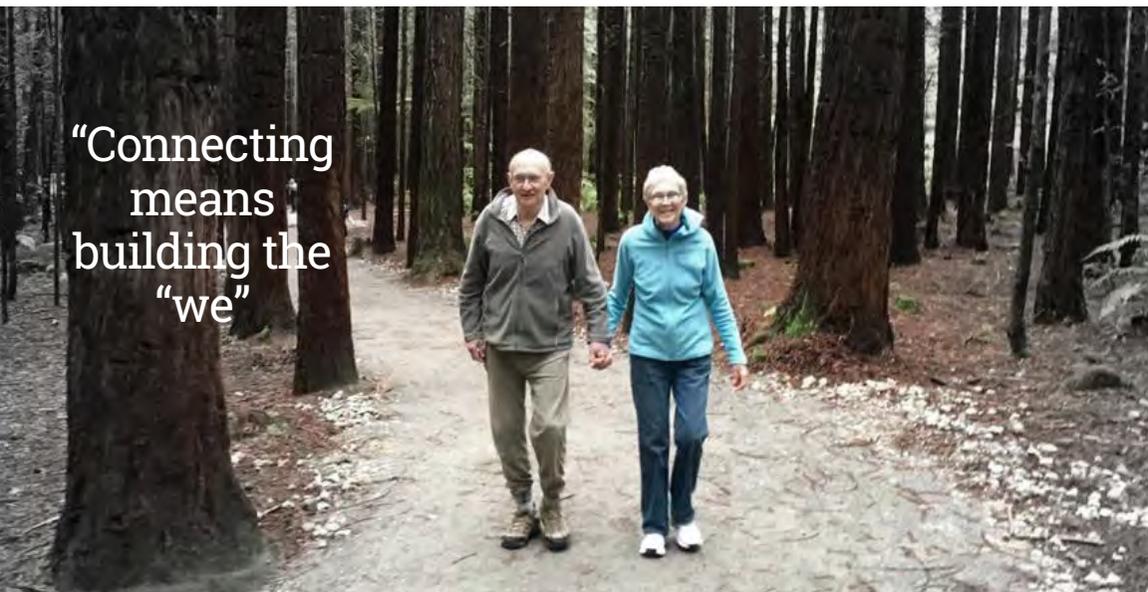
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<sup>51</sup> Blackburn, E., Epel, E., "The Telomere Effect A revolutionary approach to living younger, healthier, longer", Onion Publishing, 2017.

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Ask yourself. Is your mind and soul truly awake? Are you conscious or are you on autopilot? Little children experience wonder every day when they encounter something new, for the first time or in a context they have never experienced before. As we get older we learn the patterns of the world around us and cause-effect relationships. We then get efficient when we relegate actions and thinking to our sub-conscious autopilot. We can drift through a whole day in this unconscious state with nothing to excite or inspire us. A day of tedium. This is the enemy of experiencing wonder. Look for new places, things and people. Look at old things anew. Learn. Grow. Wonder.

Exercise is great time to practice mindfulness. You can stay present with your body, feeling each part of your body in turn (feet, lower legs, upper legs, glutes, lower back, abdomen, etc.). Then try to expand your awareness to include all of them at once.



“Connecting  
means  
building the  
“we”

Be grateful. People are not hardwired to be grateful. Consciously noting the good things each day makes it more likely that we will notice good things as they happen. Recognise what was good about your day, acknowledge what you are grateful for. Building your intentions can have a positive impact. Gratitude requires awareness and intention and with practice, it has the power to bring healing and joy to ourselves and others.

Some people find keeping a gratitude journal provides a new perspective on what is important, builds appreciation, reduces negativity and reduces stress. As described in a blog by Lauren Jessen a study has shown that people who write down a list of positive events at the close of a day — and why the events made them happy — lowered their self-reported stress levels and gave them a greater sense of calm at night. Think about the good things you have in your life, from family and friends to food, health and shelter to the fulfillment you find from your work. To the sound of a beautiful piece of music, the words of a book.



## PRACTICE WORKBOX

Have you ever stopped to notice just how much chatter goes on in your head all day long? Stop right now and just listen to your own internal dialog. Can you identify that little gap between your thoughts? Did you know we have upwards of about 60,000 thoughts per day and about 95% of them are repeat thoughts? We create internal dialog with ourselves sometimes just to feel more comfortable in our lives.

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Consider consciously practicing gratitude daily.

- When someone says or does something that makes you or someone else happy, be grateful. Perhaps even pay them a compliment.
- Consider keeping a personal gratitude journal.
- A good resource for more reading is [www.holstee.com](http://www.holstee.com)

## QIGONG

(pronounced chi-gong)

is an ancient meditation practice dating back more than 4,000 years in China.

Qi means energy, gong means with – working with the body's energy.

Everything is energy, and energy is intended to flow smoothly and continuously, in balance and in harmony with all. Einstein said

that energy cannot be created or destroyed but can be transformed.

Qigong helps to balance the energy in the body through removing energy blockages which stop effective energy flow.

Blockages mean sub-optimal health. Qigong Master Chunyi

Lin believes that the simple

movements and meditation can help you to empower yourself to release these energy

blockages and redirect energy flow in the body so you can heal completely and gain vibrant health.



Connecting with nature and the outdoors

Nature is transformative for the human body and psyche, enhancing our physical and mental lives. Tomohide Akiyama coined the term shinrin-yoku ('forest bathing') in Japan in 1982 to describe the practice of getting into the woods for body and mind renewal, to counter lifestyle-related health issues.

Kayaking trips down the Colorado River in the Grand Canyon organised by a group called Team River Runner has seen many people healed – the longer the trip the more healing. Rebecca Lawton, in her essay *The Healing Power of Nature*<sup>52</sup>, writes that one participant who had brain shrapnel injuries, came to the river with suicidal tendencies. She'd been in and out of hospitals and therapy for three years. After the expedition she went home and got into competitive road bicycling and won a major women's race in Europe.

Research backs it up. There are up to 21 possible pathways to improved health, according to a review paper in ["Frontiers in Psychology"](#)<sup>53</sup> from scientists at the University of Illinois at Urbana-Champaign.

We were part of nature as we evolved, not separate from it or above it. We depended on it, relying on our senses, our intuition, and our responses to find food, water, shelter. There was oneness of connection.

We are now able to look at all the components which make up the model in the next chapter.

<sup>52</sup> Lawton, Rebecca. "The Healing Power of Nature" Aeon 2017 <https://aeon.co/essays/why-forests-and-rivers-are-the-most-potent-health-tonic-around>

<sup>53</sup> Kuo, M, How might contact with nature promote human health? Promising mechanisms and a possible central pathway, *Journal of the Frontier of Psychology*, 25 August 2015



YOUR ZUBERANT  
**LIFE AWAITS**

chapter

06

“When I let  
go of what I  
am, I **become**  
what I  
might be”

*Lao Tzu*



From our personal experience and our work with people engaging in endurance sports across many disciplines, there are five key stepping stones in the journey to creating the zuberant life and gaining life flow:

- 1. Aligning | Be yourself.** Understand and be true to the core essence of your being. Because it is what we think and say about ourselves which will determine our capabilities, strength, belief of self (Mojo), energy (Qi) and sense of harmony (Zen). It's also important to unpack reality, to understand false assumption or misleading stories. Remember you can move forward when you see things as they really are, not as you wish them to be.
- 2. Aspiring |** Find your bigger picture purpose in life which is meaningful to you. Use this as a driver to conceptualise an authentic life which is larger than yourself to call you forward with intention and power. Use this to shape your own great story. Albert Einstein once said, "Imagination is more important than knowledge." Tap into yours.

Following aligning and aspiring, the next three are focused on you activating your intentions and being the best you can be.

- 1. Actioning | Stepping forward.** As Mark Twain said, "The secret of getting ahead is getting started." So, avoid procrastination, get into action and be flexible. NOW. Start with small easy steps, each so easy that you feel you just can't say no. Pick one or two habits at a time, and focus on this. If you are revitalising your health, focus on your food. Starting a daily walk at the same time is fine, but focus on your eating and as that starts to bed down over a couple of weeks, then perhaps turn the focus onto exercise. Focus on the important few things in your life that will make the biggest difference. Once you are feeling you have gained some mastery, move onto the next most impactful area. Too much too soon can be difficult to achieve and become demotivating.



“The journey  
of a thousand  
miles begins  
with one step.”

Lao Tzu

**2. Advancing on your journey** makes your day to day activities and practices habitual. Your activities are built into the fabric of your lifestyle. One small improvement every day, mounts up. If you improve 1 percent a day, after a year you are almost 38 times better than when you began! Richard Branson says, “Every success story is a tale of constant adaption, revision and change.” Connect with others, your family, friends, peers, community, and the natural world around you. This creates a sense of belonging with humanity and life on the planet as a whole.

**3. Achieving** is about noticing and celebrating the advances you are making. You feel gratitude for the achievements, growth and fulfilment in your life. Continue to be the best you can be. Take time daily to reflect on your accomplishments and celebrate them, and celebrate others in theirs.

At the same time, remember there will be setbacks, not necessarily as physical or potentially devastating at the following story.

Matt Bush, the free-solo climber described a setback he had while climbing.

“I fell off route from ten meters, hit the ground and rolled. Luckily, I was uninjured. At the start of the climb I pushed on against my intuition. I had to make a big jump to catch a grip and I mistimed it. I swung out from the rock and came crashing down. It happened very fast. But I got up, dusted myself off and took a breather. I faced a decision; either to walk away and retire from free-solo or try again. I refocused on the goal, gave it another go and succeeded! I learned to trust my intuition that day and to never give up. You can do it if you really want it. Try, try, try and you’ll make it in the end.”



*image courtesy of Matt Bush*

Gain life flow by living into your full potential and being the person you know you are. Do things that are consistent with your values and what you envisage for your life. Living a zuberant life is reflected in fulfilling your life’s full expression.

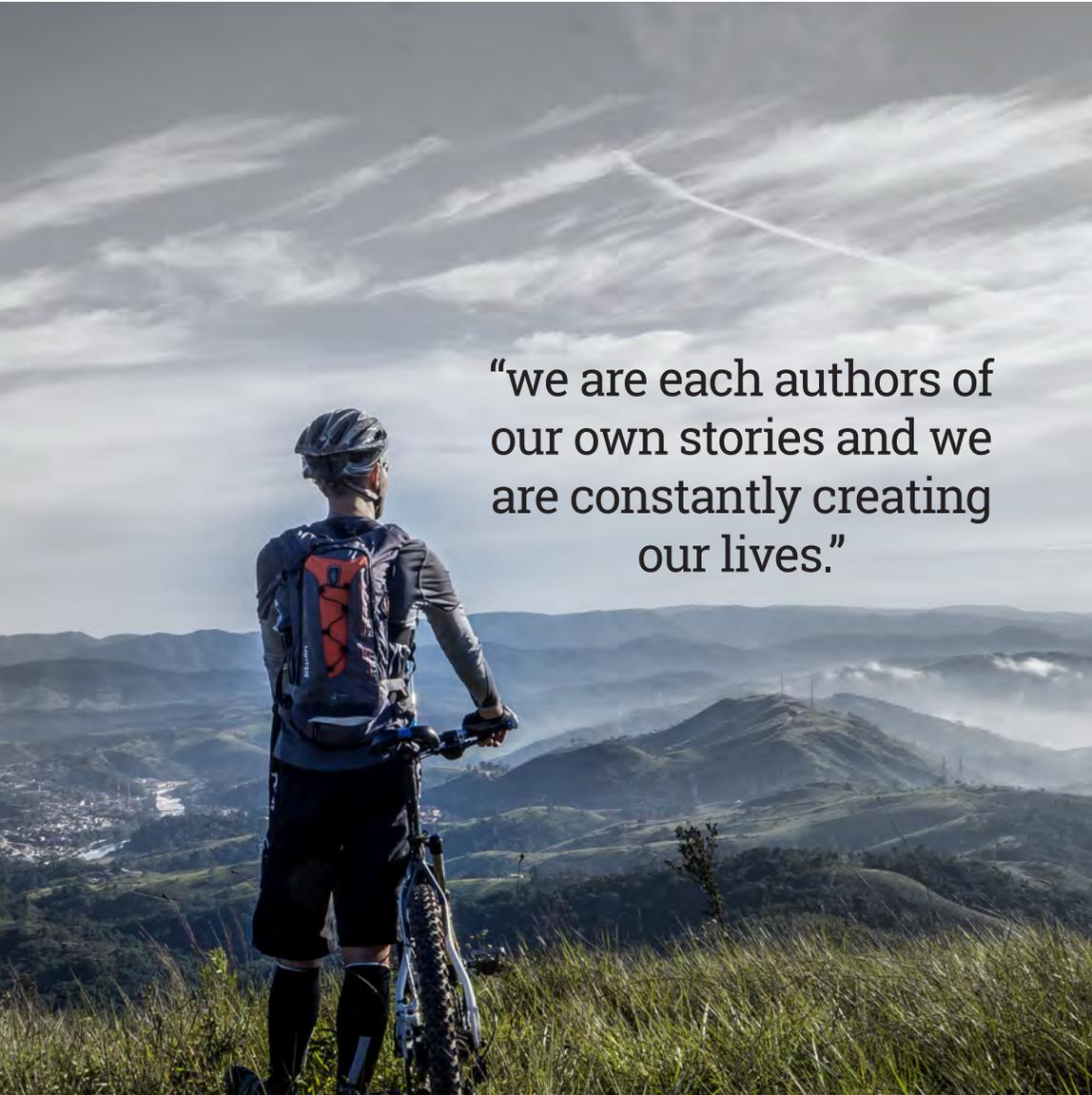
The truth is we are each authors of our own stories and we are constantly creating our lives. But the choice of what we create is almost entirely up to us. Which means we can choose to see ourselves as victims, or have a vital and empowering role for ourselves and others.

Whilst choosing to take the high road in your journey offers great rewards, this does not mean that it will necessarily be easy. *Yes, stuff happens*, but how we choose to interpret the good and the bad and how we elect to respond and choose to act is in our hands.

Relationships are hard work. Life is brief. We all experience the challenges of the human condition but gaining life flow means you can live a ***zuberant life***.

Ultimately you have the choice in your journey. So the question becomes, how do you want to live your life?

And if you are seeking something more than the life you have at present. Perhaps it's time to step into a new reality which awaits you, your path to **gain | life | flow**© and the *zuberant life?*



“we are each authors of our own stories and we are constantly creating our lives.”



## ZUBER HACK

### TEN PRACTICES TO GAIN LIFE FLOW

1. Be authentic – be true to your essence and your purpose. Love yourself, forgive yourself. Let go your ego. Be real
2. Don't take yourself too seriously
3. Build quality relationships, and in doing so listen with intent, don't jump to assumptions and don't take things personally
4. Focus on the important few things in your life that will make the biggest difference
5. Be active – find something you enjoy doing. Be mindful as you train
6. Eat well – eat real food. Not too much. And limit your sugar
7. Protect your sleep - get enough
8. Never stop being curious - you can pride yourself on being right or you can choose to grow instead, and have a vibrant, meaningful life all the way through
9. Wake up each day and decide your one, two or three priorities. These become your guide of what you need to do. Then do them
10. Consider how fortunate you are - think about the good things you have in your life and be grateful

A hiker with a large backpack stands on a rocky peak, looking out over a vast mountain valley. The scene is bathed in warm, golden light, suggesting sunrise or sunset. The hiker is wearing a white cap, a dark tank top, and light-colored shorts. The landscape is filled with rolling green hills and distant mountains under a sky with scattered clouds.

Embrace the power of  
your own journey”

## USEFUL SOURCES

There are many great sources of information out there and we welcome further suggestions to build our list. Here is a sample.

[www.educateinspirechange.co](http://www.educateinspirechange.co)

[www.outsideonline.com](http://www.outsideonline.com)

[www.realmealrevolution.com](http://www.realmealrevolution.com)

[www.dietdoctor.com](http://www.dietdoctor.com)

[www.zenhabits.net](http://www.zenhabits.net)

[www.lowcarbdownunder.com.au](http://www.lowcarbdownunder.com.au)

[www.naturalmedicinesdatabase.com](http://www.naturalmedicinesdatabase.com)

[www.cochrane.org](http://www.cochrane.org)

[www.lonerwolf.com](http://www.lonerwolf.com)

[www.youngernextyear.com](http://www.youngernextyear.com)

[www.philmaffetone.com](http://www.philmaffetone.com)

[www.thenaturalnutritionist.com.au](http://www.thenaturalnutritionist.com.au)

[www.sleepfoundation.org](http://www.sleepfoundation.org)

[www.sleep4performance.com.au](http://www.sleep4performance.com.au)

[www.edgewalkers.com.au](http://www.edgewalkers.com.au)

[www.satsanghouse.net](http://www.satsanghouse.net)

## Who are we?

Having experienced how endurance sports can feed our very essence and act as a catalyst for personal growth,

healthy life and a higher sense of purpose, we wish to inspire, connect and enable unique individuals to be the best that they can and gain life flow in their lives.

### About the Authors

#### Paul Blackbeard

A world champion title and record holder. In 2015 named as one of the 50 Greatest Waterman in history by World Open Water Swimming Association. Through his swimming he discovered the power of coaching to transform mindsets, clarify direction and improve performance.

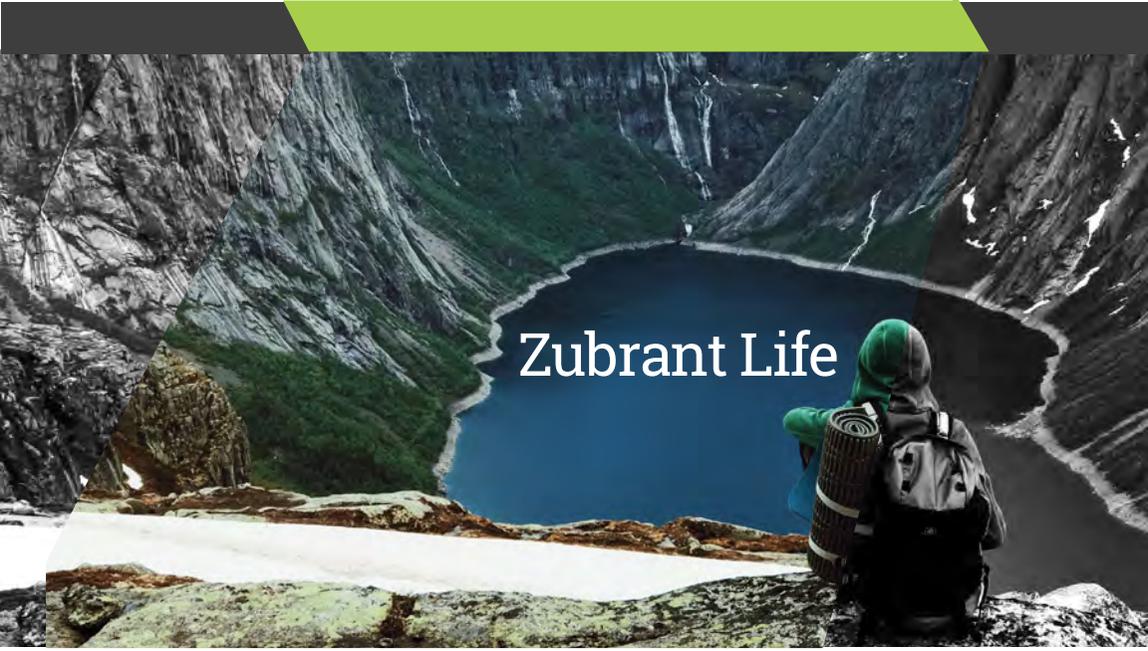
Paul enjoys quietly sharing his experiences to inspire positive change and to support others to set and reach their own goals.



#### Ian Jones

Went through a journey of discovery through endurance sport and mindfulness practices that had a major impact on his life. His philosophies emerged from years of studying ontology (the study of being). This led him to multiple endurance race finishes and becoming a life and triathlon coach in the process. He believes passionately in the need to integrate mind, body and soul to support personal wellbeing and connecting people.





# Zuberant Life

We work with vibrant people who want to grow and be the best that they can be. Individuals who wish to be holistically aware, alive and alert. To live a life that is truly realized.

Our clients are active, focused people who enjoy some form of endurance activity. They come from a wide cross section of backgrounds, sports and have differing objectives. They range from wellbeing-focused people who may regularly walk, swim, ride, run or any one of the other many endurance activities. Some may be very committed to regular training and participate in organized events with the aim to have fun and finish and others may be high performance endurance athletes who may be aiming for a performance edge and specific results.

Our tribe are out to enjoy the feeling of accomplishment, participation and connection they get from endurance activities. They realise that it takes their whole self to embrace their activity and moreover their life. Some may be experiencing important life transitions, such as heading for retirement, just entering middle age, maybe the kids are growing up and don't need them as much, or perhaps they may have had a health scare or are seeking a new challenge and tribe to share

this with.

If you are an active person who is experiencing some of the following, we may be a good fit:

- Wondering how to take the next step in performance?
- Feeling blocked or stalled in your endurance sport?
- Seeking specialised, expert coaching?
- Looking to belong and form new inspiring connections?
- Experiencing a lack of fulfillment or frustration in your inner or outer world?
- Searching for that missing piece of the puzzle?

You may be after that something more or looking to achieve breakthroughs in your life, perhaps you have stretch goals and are seeking personal growth? With **Zuberant** Life you will find like-minded people who are interested in gaining flow in their lives. This makes for a diverse, motivated, vibrant and supportive group.

Where ever you are on your journey to the **Zuberant** Life, we are here to assist you. Check out our Zuber App (currently only available on iStore) to assess your Zuber Index - which provides insights on where you might want to place your focus in your own life right now.

We can be contacted at [support@zuberantlife.com](mailto:support@zuberantlife.com) and through [www.zuberantlife.com](http://www.zuberantlife.com)



“Start where you  
are, use what you  
have, do what you  
can.”

