



Fit Body, Fit Mind, Fit Company

Increasing competitiveness and professional performance by applying Fitness concepts to the Business world

By Patrick Dorell

Company and Body

It is possible to draw a symbolic comparison between the characteristics of a company and a body. Let's see:

Structure: provides the conditions for the execution of the purpose.

Company	Body
Employees, Factories, Warehouses, Office, Departments, etc.	Brain, Bones, Muscles, Tissues, Members, Organs, etc.

Processes: the systems and procedures that keep the organization.

Company	Body
R & D, Purchasing, Production, Logistics, Sales, Marketing, Financial Administration, etc	cardiovascular, respiratory, digestive, nervous, reproductive, skeletal, muscular, lymphatic,

Development Cycle: the different stages from start to finish.

Company	Body
Concept, Start-up, Venture, Leverage, Maturity, M & A	Birth, Childhood, Youth, Old Age, Old Age, Death

Needs: what is essential to keep the operation.

Company	Body
Ideas, Initiatives, Plan, Capital, Execution, Management	Air, Water, Nutrients, Exercise, Rest, Sleep

Purpose: the primary purpose

Company	Body
Generate Wealth	Procreate

Based on this analogy we will describe some steps that were originally part of the routine of a Fitness life but can be adapted to the corporate world and positively transform the professionals of a company, helping to make it lean, modern and competitive.

1. Wake up early

The body has its operation optimized when it follows according the biological rhythm. The biological rhythm, on its turn, is aligned with the time zone of the DAY and NIGHT and this is consequence of the evolutionary process of the human species. In other words, you will reach the peak of your body's performance if you follow the rhythm of DAY and NIGHT, that is, initiate activities synchronized with the sunrise and decelerate the rhythm in sync with the SUNSET. In a short period of time you will notice that your body will naturally enter the frequency of the biological rhythm and you will no longer need any alarm clock. You will automatically wake up 15 to 20 minutes before sunrise and will naturally begin deceleration 15 to 20 minutes after the sun has set. Congratulations, you have entered Optimized Performance Frequency (OPF). For the corporate world, this has very important consequences. It is precisely when your Body and Mind are in OPF that you reach the highest potential of professional performance. You produce more efficiently and achieve greater effectiveness. Also, early waking brings you a competitive edge over your competitors. While possibly your competitors are still sleeping you have already started your day. This will give you precious time advantage in the day-to-day dynamics. You'll earn that extra hour in which you'll be able to produce more, get better prepared for an important meeting, and get a better result by the end of the day.

2. Exercise early in the morning

Physical exercise speeds up your metabolism, activates circulation, releases adrenaline and improves mood. As a result, your thinking will be more agile and you will be more willing. The difference in performance between people who exercise before work and those who do not exercise before work is very significant.

3. Plan before you start working

As you arrive at work place, briefly review the tasks and goals you should accomplish on that day. Just as you print out your workout plan when you arrive at the gym, you also need to do your daily planning precisely before you begin your work routine.

4. Feed well, feed yourself with information and knowledge

In the Fitness world, it is imperative to strictly follow a balanced diet that provides nutrients for energy and maintains the body in a perfectly healthy state and excellent performance. In the professional world, your food comes from information and

knowledge. Continually reading, studying and learning are tasks that are essential to becoming FIT corporately.

5. Maintain focus

Being Fit requires concentration and discipline. To Follow daily routines. To Maintain planning schedules and complete series until exhaustion. The same concentration and focus are essential to succeed in the corporate world. A business project is made up of innumerable activities and following the goals in an objective manner without diverting attention is essential. Tight deadlines, dependence on others and a high degree of complexity are some of the challenges that make it imperative to maintain the determination and discipline to achieve the goals in the competitive world of companies.

6. Exercise all muscles, enhance all your skills

In order to reach the Total Fitness state and maintain it, it is necessary to put all muscles and organs of the body structure fully functioning and trained. The same thing happens in the professional world, that is, it is not about having only one or other specific skill (or knowledge) in a very pronounced way while several others are under-developed. Rather, it is about having a balanced set of professional skills without having major flaws in any crucial one. It is generally better to be "all rounded" in major professional skills than to be a virtuoso in only one.

7. Evolve consistently, step by step

To reach the Fitness stage requires patience and determination. Educate (or Re-educate) food habits, adequacy of body fat index, muscle strengthening, cardio-vascular enhancement, toning, muscle definition, stretching, coordination, etc. There are many steps and many processes that need to be covered. Achieving professional excellence requires the same thing. They are several phases and stages. From the first professional stage to professional excellence it is necessary to "train" a lot and maintain the determination to constantly seek to learn. To go through many situations and learn from them. And nobody teaches you some skills. It is necessary to be determined to learn from the situations which you pass through.

8. Alternate the stimuli

The gym training is divided into muscle groups. Each day of the week one (or two) worked out. In the same way, we must face and divide the work. Certainly, some tasks need to be done very day; for example, reading and answering emails, filling in spreadsheets, calling clients, etc. But the tip here is ALWAYS to look for some new professional project in progress and split this project in tasks that will be divided during the week or month. The project might be of some improvement or some innovation in your specific area. And the division of tasks and topics serves so that different professional functions can be practiced and improved continuously. When the project was completed, try to start a new one that is sufficiently different from the previous one so that a group of other skills are needed to be developed.

9. Rest to maintain high performance

It is well known that rest is an essential part of the Fitness journey. Well, it also has a CRUCIAL role in the journey of professional excellence. The determination to work hard can generate almost a psychological dependence on continuing to work harder and harder, that is, the famous "workaholic" condition. This can be highly dangerous for high professional performance. Because without realizing one can change from high productive efficiency to a situation of only spending "many hours working" while the level of real creative productivity falls dramatically. Yes, do work hard! Yes, do work creatively! But intercalate with proper portions of physical rest. And listen to your body. Certainly, the final result achieved in the medium and long term will be better.

10. Find a Coach

In the Fitness world, the figures of Personal Trainer and Nutritionist are very frequent to assist the individuals of physical activities in their path of a Healthy Life and Well Being. Together these professionals guide the 4 pillars of Total Fitness: Food, Physical Exercise, Rest and Adequate Supplementation. In the corporate world, likewise, it is quite interesting to have the support and guidance of a Coach. This person can help you - because of his external vision - to make the correct strategic decisions of your career in the critical moments of it. Some characteristics are essential for a good coach:

- To have the needed experience and knowledge
- To have empathy and personal affinity with you
- To have a clear and fluent communication
- To be truly committed to the mission of being your coach

- To know your professional profile and trajectory well enough

11. Positive Energy - Positive Mind - Fit Mind

One of the elements of greatest influence and power, both in the Fitness world and in the Corporate world is the person's state of mind. Having a positive attitude makes all the difference. Having the correct mental attitude is the first step to achieving success in both the Fitness day and the Professional Day. Positive people see problems and challenges more lightly and can solve them more fluently. The positive environment infects others and productivity increases, in the end, professional excellence is stimulated.

About the author:

Patrick Dorell is a chemical engineer, MBA, business consultant specialized in top management, marketing, branding and human resources. Natural entrepreneur, has a track record that includes a successful career as an executive in large multinational companies where he helped developing some of the most reputed brands of consumer products. Additionally, he was involved in the creation and operation of several start-up projects from the initial conceptualization all the way till to negotiations with investors of various modalities. Currently, he is dedicated to the creation of innovative entrepreneurship initiatives and the activity of coaching and mentoring.