ISSUE 04
NOVEMBER / DECEMBER 2017

HIGHER STATE

THE MAGAZINE FOR HIGH PERFORMERS

START YOUNG ON THE ROAD TO SUCCESS

Meet Erin Young, the inspiring entrepreneur who has nailed business success and lifestyle freedom

OUR FAVOURITE YOGA POSE

Understand the benefits of a complete workout

TAKE OWNERSHIP AND EXCEL

Enough of the blame game - take charge and own your success

SILLY SEASON IS HERE

You can nourish your body AND still have fun this Christmas

The countdown begins

Wow, this year has certainly flown by, although that happens when you're having fun! I've loved being involved in so many different ventures this year and I'm looking forward to taking these to the next level in 2018.

How about you? Reflecting back on the last year, how do you feel about your progress towards your goals? What else could you do?

Remember, it's not about doing more. It's about being smart about what you do, being consistent and being focused on what you want to achieve in the long term.

Erin Young is our featured high performer this edition. Read her story and then go make things happen in 2018. Trust me, you will be inspired to take action!

If you want to raise your game and learn from other high performers, this is the place to be.

Have a wonderful Christmas and see you in the New Year!

Abi

HELPING TEAMS TO EXCEL

Edition 4, November / December 2017

ENABLING PEAK PERFORMANCE @ WORK

Talk to Abi if you're looking for fresh, innovative ways to boost team performance, productivity, engagement and results.

Abi helps high achieving executives and teams to **get more done** – with **more focus, more energy and less stress**.

Teams are given the tools to develop long-term high performance habits using a combination of strategy development, workshops and coaching.

Abi focuses on **Business Productivity** strategies to enhance team performance, whilst also drawing on **Psychological** and **Physiological** drivers. This 360-degree approach enables team performance to be optimised from all angles.

Every business is different and each individual has unique needs and drivers, so it is important to identify these in order to achieve powerful results.

Abigail is a Chartered Banker with a 1st Class Honours Degree in International Management. She is also a qualified Master Personal Trainer, Pilates instructor and Precision Nutrition certified coach.

Could your team perform better?

Ask about Abi's workshops, coaching and strategy solutions to optimise productivity, engagement and results: abi@abigailireland.com.

www.abigailireland.com

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CLICK HERE for ways to sleep better and wake up sharp

LIVE LIFE ON YOUR TERMS (YES, REALLY!)

It might sound like a cliché statement, but **Erin Young** is a prime example of how a powerful vision and the ability to act according to your values is what sets you head and shoulders above the rest.

If you've read *The 4-Hour Work Week* by Tim Ferriss, you'll know it is possible to do what you love and love what you do. A simple philosophy but one that so many of us struggle to achieve.

So, without further ado, take this time to learn from Erin - and apply her wisdom to the way you live and work.

Erin Young, Founder of Zen

"I GET TO WAKE UP EVERY DAY AND CHOOSE TO FOCUS ON LIVING TO MY VALUES."

ERIN YOUNG

Erin Young is a location-independent Aussie entrepreneur. If you thought this type of work-life freedom was a myth, think again. Erin's matcha green tea product, ***Zen***, is stocked in over 3000 outlets across Australia and it was featured on national TV show *My Kitchen Rules* as Australia's "Best Matcha". Currently living in Tel Aviv, Erin continues to learn and live life to the full whilst working on her next business venture, ***The Booty Band***.

Abi's Observation: *When I first met Erin, I was so impressed with her cool, calm and collected nature. Not to mention her business and personal success at such a young age. She is focused, clear about what she wants and, most impressively, she is wise beyond her years. Erin is a shining example of someone who has been brave enough to forge her own unique path to achieve her dream lifestyle.*

Key Takeaway: True success comes from knowing yourself at your very core. Your vision, your values and your raison d'etre. Erin is proof that you can have your dream life - if you're willing to put in the work, discipline and be honest about what you really want.

HERE'S ERIN

You lead a fascinating life as a successful entrepreneur – what's your typical day look like?

My partner and I would wake up at 5am, and by 5.15am we would be at a table ready to start work. The night before I would have already planned what are the "big tasks" to accomplish in the next 6 hours and ensure that I do those before any other business admin. I would work solidly until 11am, taking a small break for breakfast.

At 11am, I would write my "to do" list for the following day and try and close off work for the day. Usually around lunchtime, I would meditate for 20 minutes – it's a practice that is new to me but really helpful in keeping a clear mind!

My partner and I are not geographically tied to any place to be able to do our work, so we would usually be in a place that we also want to explore or live in.

Currently, that is Tel Aviv, so we would dig out our bucket list of things to do in that city and do those in the afternoons and evenings. I also try and exercise for at least an hour five days a week to stay in shape. I love to incorporate fun into exercise so in Tel Aviv I've signed up to a great dance, yoga and Pilates studio!

What made you decide to launch your own businesses?

When I was 20 (8 years ago) I became interested in entrepreneurship because I wanted to be able to travel freely, and separate my time from my income.

I joined some entrepreneur societies, and met some

incredible people who had successful businesses. I began to think about ideas and, when I discovered matcha green tea powder, I saw an opportunity in Australia so I seized it and have grown my tea company since then.

Tell us about the work choices you've made over the years and how you chose your business ventures.

Ever since I graduated university I wanted to run my own business, but it was also hard to not tread the standard career path that was encouraged. For this reason, I took a graduate hotel management position for a year.

The following year, I founded Zen Green Tea but it was incredibly hard - I was isolated and did not have any team or anyone to learn from. I decided to go back into a corporate so I could learn more about business and enjoy working with people who could mentor me.

What challenges have you faced along your entrepreneurial journey and how have you overcome them?

The first big challenge was the isolation I felt when I first started the business. I was working from home and it was not making much money.

Not having a team around me or a structure to my day was very hard and caused me to have anxiety. I decided at that young age to go back and get a corporate job and grow Zen Green Tea on the side.

Another challenge came from business growth. When I was four years into the business I received an email from a company who distributed to health food stores asking if they could sell my product.

I agreed and they let me know a relatively small number of units they expected to buy each month. I set aside these units and went on a

"It's so critical for me to frame my life around always learning and growing as a person. Both professionally and personally.

- ERIN YOUNG

planned vacation overseas.

While on vacation, I received a frantic call from my mother (who was helping me manage the business) saying this distributor just ordered more than my entire Australian stock of tea. This massive increase in volume meant that I had to air freight more stock into Australia and my parents had to take a week off work to help me pack stock.

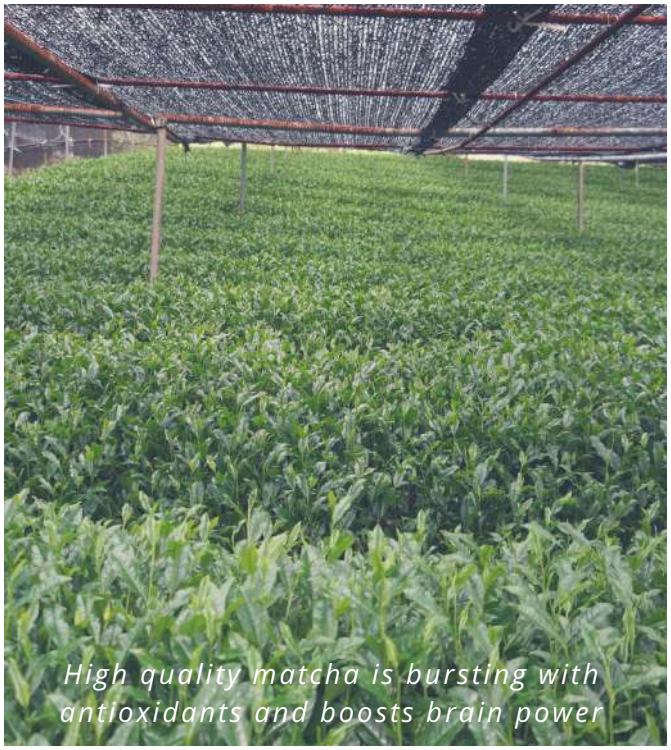
It's small events like this that define the business and I am happy to say we were able to meet the new volume!

Now the main challenges of my business are around expansion into new markets and taking it to that next level. It requires me to learn more about managing people and to take bigger financial risks. Scary for a business without any outside investment and still just me as a full-time employee!

Did you have mentors and coaches to help you along the way?

I've always sought out mentors to help me.

In the beginning, it was a few business owners who ran similar product-based businesses. Later, it is mainly my amazing partner who is helping me so much with



High quality matcha is bursting with antioxidants and boosts brain power

business strategy, the technical side of my business and general support through the ups and downs.

What are the top 3 values that you swear by?

Growth and Learning: It's so critical for me to frame my life around always learning and growing as a person. Both professionally and personally.

Freedom: *Financial freedom* - which to me is having enough money to be able to make my own choices in life.

"I try to steer clear of wanting what society tells us we should want"

Geographic freedom is one of the values that Erin lives and breathes

Physical Freedom - which for me means being healthy enough to do the activities I want to do.

Geographic freedom - to be able to choose where I want to live.

Mental freedom - to keep a clear mind and a constant sense of wellbeing and peace.

Love: To foster a loving relationship with the people around me - family, partner and also showing kindness to those I encounter every day.

What does success look like to you?

For me, it's being able to spend every day enjoying my values. I try to steer clear of wanting what society tells us we should want - status, money, beauty, material objects - and focus on the bare basics of what I feel will make me happy.

These bare basics boil down to my values at the lowest levels.

What excites you most about what you do for a living?

I get to wake up every day and choose to focus on living to my values.

I do not always get it right - sometimes I work too much and let other values like fitness slip but, overall, I love being aware of my values and filtering all my actions through them.

It's incredibly clarifying to be able to look at a choice and make a decision on it by asking whether it aligns with the values I have decided.

If it does not align, it is something that won't bring me happiness so I do not do it.

I am always meeting people who are making choices without really thinking about whether this will bring them happiness.

You have a great daily / morning routine – can you share that and why you do it?

Getting up early and prioritising the most important tasks and getting them done allows me so much freedom.

I usually finish my working day by 11.30am/12pm which opens up my whole afternoon for other activities I enjoy.

All these productive mornings really help me take small steps which add up to huge leaps over time in the growth of my business.

An early start sets you up for the day and helps you feel in control.

How important has your mindset been over the years?

Mindset is really only something I've become more aware of in the last few years when I started reading a lot more about mindfulness and practising meditation.

Upon reflection, I can see that I have always had the mindset that, if I work hard, I can create a life that has no boundaries.

"I've always had the mindset that, if I work hard, I can create a life that has no boundaries."

I have always had the goal of creating the freedoms I wanted in life and have both consciously and subconsciously framed all my actions over time to achieve those goals.

How do you maintain a good balance between work and life?

It all boils down to being clear on your values.

For me, work helps me achieve my financial freedom and part of my growth and learning value.

As a result I actively focus on my other values - love, physical freedom, geographic freedom - sometimes at the expense of work. It's always a balancing act and I constantly review my

Visiting a matcha green tea plantation in Japan

balance. It is also easier for me because my partner and I have the same mindset and want the same freedoms. This means that we are able to challenge or support one another in rebalancing our lives to better meet the values we have set.

Who do you admire and why?

I admire anyone who is living a life that is true to themselves. So often I meet people who are living a life that is not what they would ideally choose for themselves. Perhaps they are afraid of change or they do not have the strength to sit down and work out what their values are and then make it happen.

"I admire anyone who is living a life true to themselves."

It is incredibly inspiring and refreshing to meet people who know what brings them peace and who have taken the usually incredibly hard steps to carve that life out for themselves.

I know a few people now who are navigating through the hard process of getting to their ideal life and I do everything I can to support them.

Can you recommend a book that has changed your life?

I am an avid reader! I have a few books to recommend...

1. *Awaken the Giant Within* - Tony Robbins
2. *Search Inside Yourself*
3. *Tiny Beautiful Things* - Cheryl Strayed

4. *Option B* - Sheryl Sandberg
5. *Man's Search For Meaning* – Victor Frankl
6. *Dannyandmara.com* - Blog

What one piece of advice would you share with others who are looking to create their best lives?

Determine what your values are and then, based on this, work out how you can change the elements of your life so that you are able to live out your values.

A good book to help you determine your values is *Awaken the Giant Within*.

Once you have your values and a rough plan, you will start to both consciously and subconsciously make every choice based on your values. With enough time and effort you will create your best life.

Everyone I have met that has put in the time and effort has created their best life.

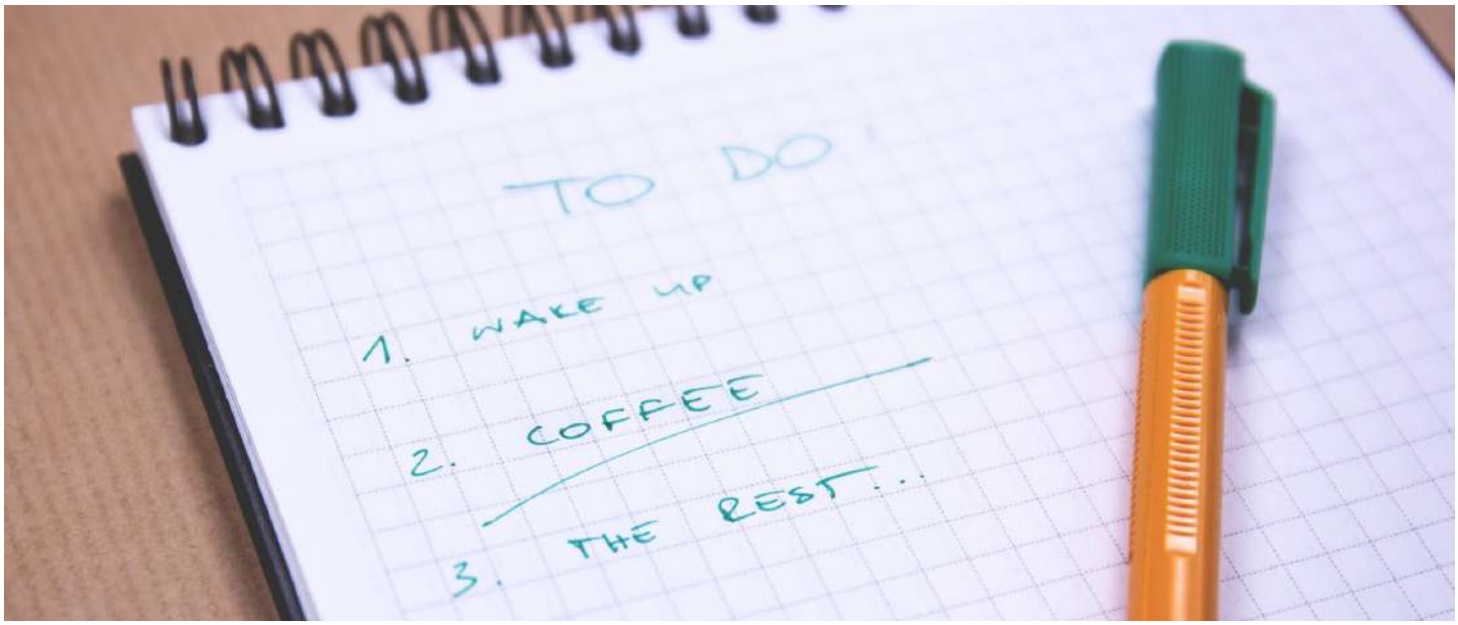
~ AND WE'RE DONE ~

You can read more about Erin's company Zen Green Tea and find out about her matcha green tea powder product range here.

Know someone who lives and breathes high performance?

Get in touch to learn more about the superstars we feature in Higher State magazine.
Email: abi@abigailireland.com

Erin's latest venture - the Booty Band - is guaranteed to make your butt work! You can find out more here.



PRODUCTIVITY: SCHEDULE YOUR DAY

What's in the diary gets done

Writing a long to do list is one way to go, but do you notice how you never actually get to the bottom of it? It's pretty unsatisfying to live your life by your list, even if you do get a thrill from ticking off all your completed tasks.

A much better way to get things done - and to feel good at the end of the day - is to schedule your "To Do" items into your calendar. That way, you have one place to organise your time - whether that relates to meetings or tasks, personal or work-related.

If a new task, meeting or activity suddenly surfaces, you know that something else in your calendar needs to get shifted or deleted.

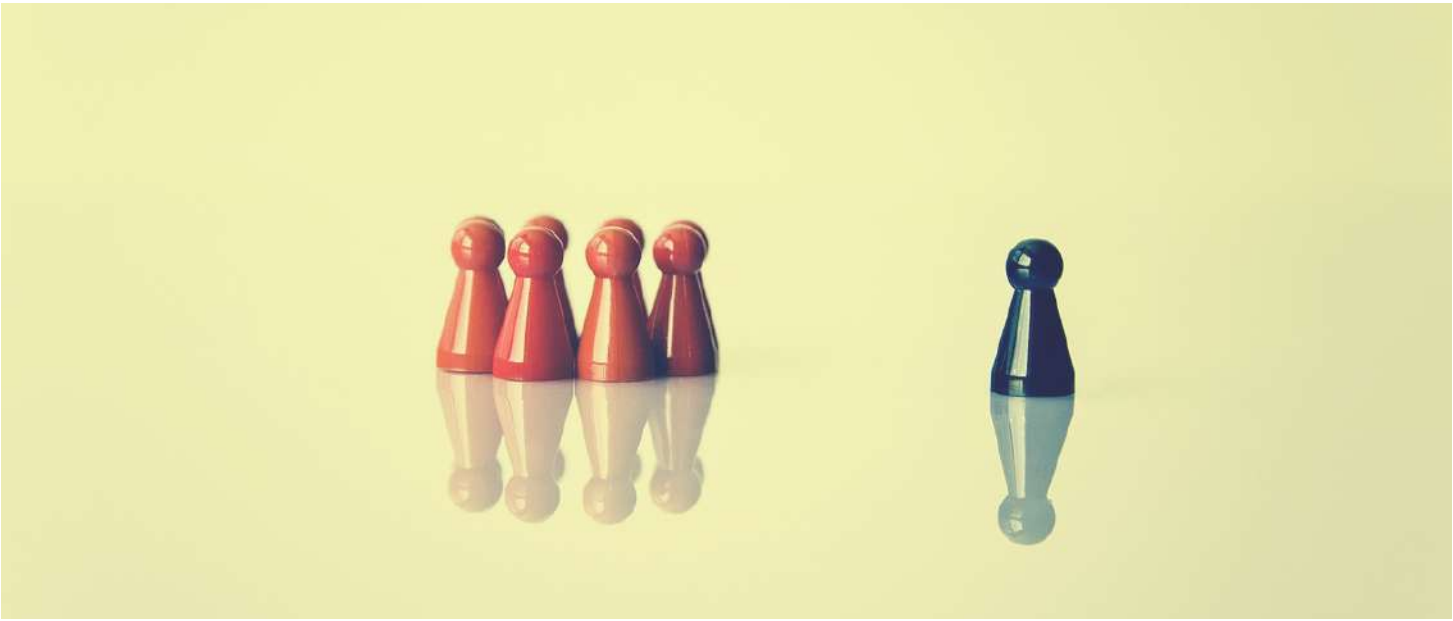
Why? Because it's simply impossible to do two things at once in the time you have available to you (we all know that multi-tasking is not the best way to go). Scheduling your activities makes it very clear where you are physically going to spend your time.

Abi's career has involved advising senior executives on strategic direction, business improvement, and effective leadership. For help to raise team performance, email Abi at abi@abigailireland.com.

And...ACTION!

Review your calendar for the week ahead and plot in your work and personal activities. Consider the following:

Have you estimated enough time to complete activities?
Is this the best use of your time?
Have you left time for fun and breaks?



MINDSET: TAKE CHARGE OF YOURSELF

Don't leave it to someone else

It's easy to fall into the trap of thinking that you aren't in control of your life, career or what happens to you. Often thinking that someone else is to blame when things aren't going the way you want them to...

This couldn't be further from the truth. The reality is that we are entirely responsible for the way in which our lives pan out - and we need to accept this.

Yes, things happen that throw us off course. Things go wrong that are out of our control. However, we decide how we react and deal with these setbacks. Whether we'll give up or rise to the challenge and find other ways to reach our goals.

Nelson Mandela is a prime example of this. Even with 27 years in prison as a plausible excuse to sit back and give up, he didn't. He made an unbelievable impact and played his role in shaping the world's history books for the better.

So, it's time to stop the excuses. Stop rationalising why things aren't working out. Stop blaming others. Instead, start taking responsibility for your behaviour, decisions and actions. If you don't like something, figure out how to change it. Make sense?

Mindset is just one aspect of high performance. If you want to be more productive and achieve more in less time, register for ***the FREE 10 Day Productivity Challenge that kicks off every Monday. One quick & easy challenge each day for 10 days to help you get on track.***

FITNESS: A HOLISTIC APPROACH TO EXERCISE

Savasana - it's got to be the best yoga pose ;)

When I go to yoga practice, I have to say that Savasana is my favourite pose and the one I look forward to the most. Even though I have to wait until the end of class.

It's not just because it's the resting pose either...it's because it's such a great opportunity to reflect on your practice, your mind and your body. This pose allows you to truly absorb what you have done, restores calm and reduces mind chatter. It essentially sets you up for the day.

Exercise isn't just about doing as many burpees as you can or lifting the heaviest weights. To truly reap the benefits, you need to take a holistic approach.

Here are some of the key components of a well-balanced exercise regime that will give you the mental and physical strength to perform at your best in work and in your personal life. Neglect one and it will take its toll sooner or later...

1. Incorporate strength, stamina and suppleness into your workout programme
2. Take time to warm up before and cool down after workouts
3. Eat to support your workouts - making the right food choices will enhance your physical and mental performance

Abigail is a qualified Personal Trainer, Pilates instructor and certified Precision Nutrition coach. She addresses Physiology when developing performance strategies and workshops for clients.
To learn how physical wellbeing impacts performance, email abi@abigailireland.com.

NUTRITION: EAT WELL IN DECEMBER

Abigail takes a comprehensive approach to high performance - focusing on business productivity tools and strategies, but also mental, physical & emotional factors. ***Make food choices that sharpen your mind.*** *Find out more: abi@abigailireland.com.*

The silly season is nearly upon us and it's the time of year when the social calendar starts to fill up with parties, family gatherings, work functions and drinks.

Along with this, there is increased pressure to hit targets and get work wrapped up before year end. All of those things you need to achieve before the clock ticks over to 2018.

We go through weeks of "work hard, play hard" living and, by the time Christmas hits, we need a break to recover before we burn out! So here are some ways to optimise nutrition and keep those energy levels up in December....

FOOD IN THE FESTIVE SEASON

- Fill half of your plate with veg before piling on the rich roasts, gravy and Yorkshire puddings
- Pick a fruit dessert over heavy and creamy puddings - or just add some fruit into the mix
- Follow every alcoholic drink with a glass of water (pace yourself!)
- Make healthy treats (email me for inspiration)
- Eat lots of berries to keep your immunity up as the weather turns colder
- Choose a healthy breakfast each day and aim to get some veg in first thing (green smoothie anyone?)

RAISE YOUR TEAM'S PERFORMANCE

Do you want to lift team performance, productivity, engagement and results in your workplace?

Abi works with organisations to amplify team performance and productivity through workshops, coaching and strategic programmes. She focuses on business productivity strategies whilst incorporating mental, physical and emotional drivers of peak performance.

Abi enjoyed a decade in financial services before building her own businesses in the education and wellbeing fields. Her career took her on a journey through private equity, corporate banking, strategy and business management with major banks in London and Sydney.

In her corporate and entrepreneurial work, Abi learned how **effective business skills**, **psychology** and **physiology** combine to optimise productivity, energy, focus and the ability to deliver results that matter.

1 WORKSHOPS

- Practical, value-packed workshops that have an immediate impact on productivity and create a lasting, high-performance mindset
- Foundation level workshops focused on Business Productivity, Nutrition, Body and Mindset OR tailored staff/executive workshops catering for specific business requirements
- **CLICK HERE TO LEARN MORE**

2 COACHING

- Tailored coaching sessions for individuals and small groups, typically in the weeks and months following workshop sessions - designed to promote accountability and embed long-term performance habits
- Opportunity to tackle issues & roadblocks that sabotage performance
- **CLICK HERE TO LEARN MORE**

3 STRATEGY

- In-house programmes and initiatives tailored to organisational and team requirements - research, analysis and strategy development
- Design and development of solutions to increase productivity, lift engagement, boost performance and achieve business objectives
- **CLICK HERE TO LEARN MORE**

"DON'T COUNT THE DAYS...MAKE THE DAYS COUNT."

MUHAMMAD ALI

Thanks for reading Higher State! Look out for the next issue in January 2018.

What elements of performance would you like to hear about next? Send me your feedback so I can bring you more quality content in the future.

Stay productive and have a great Christmas!
Abi

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