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HIGHER STATE

THE MAGAZINE FOR HIGH PERFORMERS

NUTRITION WITH A PURPOSE

Discover how Sam Bridgewater built a thriving business that is making waves in the world of healthcare nutrition

GOOD THINKING

Change your thoughts and change your results - it's up to YOU

HIIT US UP

Are you exercising in a way that will benefit you for the long-term?

THAT'S MY SEAT

Is hotdesking still hot, or a drain on productivity?

MAGNESIUM

Let's get to know this powerhouse mineral

Shift your mindset

Welcome back to a new edition of Higher State! I was thinking carefully about the theme of this month's magazine, and I realised that the clue lay just there. Thinking!

Our minds are so powerful and, as we move deep into 2019, it's important that we realise we are in control - of our thoughts, our actions and, ultimately, our results.

Speaking to my special guest, Sam Bridgewater of The Pure Food Co, made it clear to me that everything starts with a thought. Taking action to start a business and successfully grow this from simply an idea to something incredible that touches the lives of so many people. With the right attitude, drive and determination - anything is possible.

Enjoy reading and please do send me your feedback. I'd love to hear from you.

Abi

Transforming People. Transforming Performance

Edition 9, May / June 2019

Mind + Body + Business

STRATEGIES & STRUCTURES FOR PEAK PERFORMANCE

Is your team focused, productive and getting results?

Are your people energised, forward-thinking and bringing their best selves to work?

Abi helps executives and teams to **build high performance habits** and achieve results with more focus, more energy and less stress.

Abi's unique **High Performance Formula** is a 360-degree system that enables teams to achieve top performance - addressing Business, Mindset and Physiological factors impacting long-term success.

Combining extensive business and coaching experience with skills as a fitness and nutrition professional, Abi can help you to take your team to the next level.

Speak to Abi about team training, executive performance coaching, consultancy and in-house programme development.

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CLICK HERE for a Productivity 101 Masterclass

WORK WITH ABIGAIL

Ready to raise your team's performance, productivity, engagement and results?

Abi works with organisations to amplify team performance and productivity through workshops, coaching and strategic in-house programme development. She focuses on business productivity strategies whilst also incorporating psychological and physiological drivers of top performance (for example, mindset, attitude, exercise, nutrition and sleep).

Abi's corporate career led her to work internationally in private equity deal origination, acquisitions, banking, strategy and business management for over 13 years. She also established her own businesses in the wellbeing and education fields, using her additional skills and experience as an NLP Practitioner, Master Personal Trainer and Nutrition Coach to bring a unique offering to clients that covers all angles.

Abi's integrated **High Performance Formula** can be applied to any team to boost productivity, energy, focus, engagement and quality results.

1 WORKSHOPS

- Practical, value-packed workshops that have an immediate impact on productivity and create a lasting, high-performance mindset
- Foundation workshops on Business Productivity, Nutrition, Energy Management and Creating a Performance Mindset OR tailored workshops that cater 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, lift performance and achieve business objectives
- **CLICK HERE TO LEARN MORE**

PRODUCTIVITY: Does hotdesking work?

We either love it or we hate it

Over the last few years, hotdesking has been trending in the business world. Whilst co-working spaces and tech-savvy companies were the first to adopt this liberating way of working, we are increasingly seeing large and slow-moving corporates get on board with the hotdesking phenomenon. Yet, just as this concept becomes mainstream, **studies** indicate that there is movement in the other direction as the benefits of both hotdesking and open plan offices are challenged.

Whilst the intention is to support collaboration and creativity, we forget that some people thrive in less distracting environments where they can knuckle down and get into the zone. Another interesting observation is that hotdesking can create hostility - the common tension and internal indignation when "someone sat in my seat!". Yet, isn't the point of hotdesking to foster interaction and encourage flexibility?

On top of this, there are the pains of setting up every morning, getting content in and out of lockers, cleaning desks and keyboards that are a breeding ground for germs from multiple colleagues (a common cause for spread of colds and viruses around the office), and generally feeling unsettled and disconnected from one's core team.

So, what's your view? Is hotdesking simply a way for organisations to save on office costs or it is adding value to team and individual 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. Register here and set yourself up for success.

MINDSET: How your mind can hold you back

We are in control of more than we think

Whilst very little attention is paid to our thought patterns and how these influence our performance at work, the notion that mindset is a significant part of success is becoming more and more mainstream. We only need to look at professional athletes, footballers and boxing champions to understand how significant our thoughts are. The ability to maintain or regain our composure is crucial for sustainable high performance.

Self-doubt, worries about what others think, fear of failure and a general lack of confidence are some of the main categories of thought running through the heads of many high-achieving and talented individuals. And yet, we rarely make the time to openly discuss these things.

Most people (*pretty much everyone, but some of us don't like to admit it*) have self-sabotaging thoughts from time to time, and so it is crucial that we can notice and take control of these thoughts if we are to manage our state and operate at a level of excellence. When we allow self-defeating thoughts to overcome us, we tap into unhelpful emotions that affect our behaviours and actions. Since action leads to results, the aim is to start with helpful thoughts that create helpful (i.e. positive emotions) that, in turn, prompt behaviour and actions that will move us closer to our goals. Challenging, yes. Impossible, no.

If you want to develop a high performance mindset and shake off any blocks / limiting beliefs that prevent you from bringing your best self to work, get in touch about our workshops and coaching programmes for both individuals and teams.

Mindset is a key aspect of high performance. Abigail is a qualified NLP Practitioner - she explores ingrained belief systems and mental obstacles that hold teams and executives back from operating at their best. To find out more, write to ***ask@abigailireland.com****.*

FITNESS: Let's talk HIIT

HIIT, short for High Intensity Interval Training, has experienced a massive rise in popularity over the years, with gyms, fitness clubs and specialised studios popping up all over the world. Given the fast pace of life, HIIT appears to be a perfect solution - it's fast and you can get through a calorie-burning, sweat-inducing session in a short space of time (typically 30 -45 minutes compared to the usual one hour classes). Brilliant for those of us who are time poor and keen to finish a session feeling like we've really worked. However, take note - there can also be too much of a good thing. Before you go HIIT-crazy, take time to consider the following:

1. What are your fitness goals and will this type of training help you to achieve them?
If your goal is to build muscle or lose body fat, regular HIIT sessions will certainly help but they need to be combined with other forms of activity for optimal results.

2. What else are you fitting into your exercise regime to balance out the more strenuous activities and bring some "slowness" into your life?
We need balance, so being fast at everything can ultimately lead to burnout - particularly if exercise is an extra stressor on top of an already stressful work-life scenario.

3. How frequently are you doing HIIT sessions?
Every day is not ideal (and if you are doing more than one session in a row, consider whether you're working hard enough the first time around!). It may seen counterintuitive but, as any athlete will tell you, the real gains come during rest and recovery periods. Give your body time to reap the benefits of all that training or you may end up with injuries, fatigue and low immunity. Constant colds, anyone?

Abigail is a qualified Master Personal Trainer, Pilates Instructor and certified Precision Nutrition coach. She integrates Physiology into client performance strategies and workshops.
To learn how physical wellbeing impacts performance, email abi@abigailireland.com.

NUTRITION: The power of magnesium

A super mineral to calm you down

Although we use magnesium in over 300 bodily processes, it's surprising how little most of us know about it. Found mostly in the skeleton, magnesium deficiency can be linked to hypertension and Type 2 diabetes.

The benefits of this mineral include helping to alleviate muscle cramps, reduce anxiety, boost cognitive function and encourage better sleep. Having quality sleep, thinking clearly and being able to handle stress more effectively are key elements that support high performance.

So, how do you know if you have a deficiency?

Symptoms include:

- muscle cramps and twitching
- abnormal heart rhythms
- mood, thinking and memory issues

We can find magnesium in a number of nutritious foods including cacao, beans, legumes, nuts, seeds, dark leafy greens and wholegrains (think quinoa, brown rice and buckwheat).

Like anything, don't rely on "Dr Google" and self diagnose yourself with a magnesium deficiency, BUT do consider exploring the possibility if you experience any of the aforementioned symptoms.

For daily support with your fitness and nutrition goals, and to boost your mental and physical performance this year, check out the One Year Nutrition & Fitness Coaching Programme with Abigail Ireland here.

Make food choices that sharpen your mind. *Find out more about workshops, coaching and programmes for you and your team: abi@abigailireland.com.*

A FANTASTIC BLEND OF BUSINESS, HEALTH & PASSION

With every entrepreneurial adventure, there has to be a dash of determination, a sprinkle of focus and a few scoops of passion and self-belief.

When Sam Bridgewater co-founded The Pure Food Co with his partner in crime, Maia, they had a big vision and a market-leading business concept - delicious, 100% natural, pre-prepared and fortified soft food for people who are in need of better nutrition. Fast forward a few years and they have built a thriving team that is raring to go when it comes to driving future growth.

Tuck into the following interview to learn more about Sam's journey and outlook on life.

Learn more about The Pure Food Co here:

https://thepurefoodco.co.nz/

NO ONE GETS ANYWHERE MEANINGFUL WITHOUT A DECENT DOSE OF PERSISTENCE.

SAM BRIDGEWATER

Sam Bridgewater has certainly thrived since launching The Pure Food Co with co-founder, Maia, just a few years ago. In this edition of Higher State, we had the pleasure of digging deep into Sam's reasons for starting the business and what he has learned along the way.

Whilst it may seem effortless on the outside, it is clear that a tremendous amount of hard work, passion and focus has driven The Pure Food Co onwards and upwards. From his base in New Zealand, Sam has built a team of like-minded and enthusiastic individuals who are all united on this incredible journey. A great business, great team and great leadership.

Abi's Observation: Sam's business journey has been impressive and inspiring. One of the most striking things about Sam's story is his vision and passion for what he does - his "why". This clarity and razor sharp focus is crucial, particularly when aspiring to create high performing teams. As a leader, it's up to you to map out a path that your people can follow.

Key Takeaway: Self-belief and vision go a long way. If easily defeated or swayed by the opinions of others, an opportunity of a lifetime can be foregone. The lesson here is to truly believe in what you are doing and, as a result, others will believe in you and your vision too.

INTRODUCING SAM

You used to work in banking - what made you take the leap to start your own business?

It was a bunch of things really – I was living in Sydney and decided it was time to challenge my entrepreneurial nature. Up until that time, I'd been following a traditional corporate path, working with some incredible people and building commercial acumen in a pretty structured environment. About this time, my Stepfather was going through a cancer 'journey', and most of his treatment and surgery was focused around the mouth and jaw. I observed the difficulty with which he ate, lived, and how his general relationship with food and nutrition changed at the time that he needed it most. So I got together with a friend, we got some funding, brought a team with specialist skills together and formed **The Pure Food Co**.

What challenges did you face along the way and how did you overcome them?

Initially some people told us we couldn't do what we wanted to do – that it wasn't technically feasible. We wanted to make foods that were fresh and flavoursome, but also delivered real benefit to the consumer. People who knew a whole lot more about this sort of thing questioned whether execution was possible. Ignorance is bliss.

We also had issues with people understanding what we made and why – just five years ago, the industry and understanding was very different. There was nothing like it in the market, and kitchens (in aged care facilities and hospitals) liked to do things a certain way. Some people showed incredible insight implementing Pure, as this came before we were able to really demonstrate the impact good food and nutrition has on the happiness of their resident, and the health of their business. We initially thought it was an issue with our communications (why aren't

people flocking to a better alternative?) but in hindsight, I think it's all about market timing, how the product suite has evolved and runs on the board.

We're in year five now, but the earlier years on the rollercoaster were a white-knuckle ride. We (the founders) did everything, worked all hours and it just seemed frantic. People talk about the highs and lows of start-up, however experiencing them truly landed the feeling for me. I could go from low to high and back to low all within the space of half a day! I spent a lot of sleepless nights thinking have we got this right, is there a market and can we create true change. The thing that kept me sane was my wife, an optimistic mindset and my training.

What do you think makes a great leader and how do you apply this at The Pure Food Co?

My approach to business and leadership involves quite a bit of gut-feel, which can't be taught – but I think it starts with picking the right people – or improving the chance the right people pick us.

Then, setting the parameters within which the team can flourish and challenging every one, every day. In the early days, we were always focused on the next thing, however now we are trying to celebrate success more in various ways.

We were lucky enough, recently, to spend a day with a management guru, Professor Boris Groysberg. One of the key take-outs was that you must always produce. He taught us that, if you've managed to rise to a position where you have the privilege of managing people, we must always continue to develop those core executional skills (i.e. sales, marketing, etc. – the ones used to get to where we are now), to maintain relevance, and stay close to what your team is facing.

Most importantly, the vision has to be kept front and centre – particularly when you are in the business of rapid change.

"My approach to business and leadership... starts with picking the right people – or improving the chance the right people pick us."

SAM BRIDGEWATER

You've always been a very calm person – how do you stay composed under pressure?

A relative balance (in life) is a good starting point. It brings perspective, which helps to bring calm. I'm still trying to develop those tools and responses as the stakes rise, however being very aware that there will be setbacks, and none will be the end of the world, helps.

It's hard, but if you maintain the upmost confidence in your product, service and the people who support you – I find it's easier to keep that calm.

What are your top three values in life?

Being dedicated, staying consistent and treating yourself and everyone with equal respect.

Integrity – without it, you have nothing.

Determination – no one gets anywhere meaningful without a decent dose of persistence.

Optimism – I, like anyone, find myself in pessimistic states sometimes, however I try to find conscious efforts to maintain optimism to help.

What's your typical daily / morning routine?

The way my day starts has changed dramatically since the birth of our first child. If I'm training, it's up at 5am, off to training, and on to work grabbing something to eat on the way. If not, it'll be breakfast with my son, dressed and dropped to daycare.

I'll generally take a look my diary first thing, serving two purposes - it informs the decision whether it's a shirt or t-shirt day, and gets the brain re-focused on what needs to be executed over the next 12 hours or so.

The Pure Food Co is growing fast - what keeps you focused on the things that matter and how do you maintain a good work life balance?

I've struggled with that and I've noticed that it seems to be a common problem for many people – how to find that balance. The 'life' side was something I wasn't willing to compromise, so I set parameters. Three days a week, I drop my son to day care and its very rare I'm not home before he goes to bed at 7.30pm. That's when I'm not travelling. When I do need to go away, I try to keep it to a maximum of 3 nights.

To allow this, I had to entirely rethink the way I approached my work, in terms of what's important and what's not. If you can't find the time to do everything that's important in your day, what are you doing wasting minutes, hours, on the non-essential aspects? For me, it was a focus on 'saying no'.

"If you can't find the time to do everything that's important in your day, what are you doing wasting minutes, hours, on the non-essential aspects?"

Tell us more about The Pure Food Co and your plans for the future?

We're feeling pretty pumped at the moment, having recently completed a capital raise where we had some excellent people join us on the board, and the shareholder register. They're highly experienced in building and managing multi-billion dollar global nutrition companies, and we're learning plenty.

The future is about one thing – the people we work with. If Pure continues to attract good people, and we manage and develop a culture of world-class innovation, we can further evolve a product suite customers want, and need. Thus far, the culture has evolved organically based on some core fundamental beliefs strongly held by myself and Maia – my co-founder – but, at some stage soon, I think we will sit down and define what it means to work with Pure.

With a culture and innovative strategy, and the people to execute this, I'm confident our products will continue to deliver results – and we will continue to get this independently measured. At the end of the day, improving the health and happiness of our consumer will always be what Pure strives for, and if we delight customers as we do this – we will be doing our job.

"The culture has evolved organically based on some core fundamental beliefs strongly held by myself and Maia – my co-founder."

Get in touch to learn more about the superstars we feature in Higher State.

Know someone who lives and breathes high performance?
Send your suggestions to abi@abigailireland.com.

"PERSISTENCE IS THE MEASUREMENT OF BELIEF IN YOURSELF."

BRIAN TRACY

Thanks for reading Higher State! Look out for Issue 10 in July 2019.

What aspects of performance and productivity would you like to hear about next?

Send me your ideas so I can bring you even more quality content in the future.

In the meantime, stay productive!

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