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Welcome to another episode of optimal health for busy entrepreneurs. I am your host, Julian Hayes II second, and today's episode was inspired by an article discussing the NIH's efforts to introduce precision nutrition to the world by 2030. And for those who may not be as familiar with the NIH, it stands for the National Institute of Health. What stood out to me, wasn't the groundbreaking information being introduced, but instead, the initiative brought forth was what stood out to me because by the year 2030, it will be pretty archaic. And so the advice and the initiative, they were asking the right questions. Just the big caveat from it all is that precision nutrition is already here. It's been here for a long time. I along with my clients I've been practicing this for years.

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You see, the foods that we consume are much, much more than something that simply delivers pleasure and satisfaction at the moment. The foods we consume, they play a central role in our energy production, and our exercise and training performance in our muscle recovery, our connective tissue health, our cognitive health, our rate of aging, our skin, our body composition and much, much more. Food is powerful. You know, in fact, speaking of that point concerning body composition and weight loss, a 33% improvement in weight loss occurred when individuals were following a genetically appropriate diet. According to a 2014 study appearing in the European Society of Human Genetics. That specific result there was the power of leveraging nutrigenomic and nutrigenetic analysis.

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I'm going to create an entire episode or two, dedicated to nutrigenetics and nutrigenomics. Because when developing personalized nutrition, those areas are key because you can optimize areas concerning your appetite, your taste preference, your insulin sensitivity. And what insulin sensitivity means here is that some of us such as myself, tend to have a higher predisposition for blood sugar irregularities if we're not on top of our everyday nutrition. Another area is macronutrients and think of this as creating the ideal protein, carbs and fat ratio, your relationship with lactose, your relationship with caffeine, some of us are slow metabolizers, some of us are fast metabolizers and that plays a key role also in the connection with sleep. Our everyday metabolism. And there are genetic factors that influence our basal metabolic rate and our mitochondria, along with how can you effectively boost your metabolism according to your unique genetic makeup. And so lastly, another key area of nutrition is dealing with supplementation. Different people have different biochemical makeups, which means that different nutrients are needed at different amounts for support and optimization. And this will obviously prevent you from wasting precious time and money on supplements that aren't suited for your unique biological makeup. This is personalized nutrition on steroids. And you could even go more precise in this right now. Like like today, not five years from now, and definitely not the year 2030.

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But right now, you can start to integrate this personalized nutrition into your life. But before this level of personalized nutrition, there's a foundation that you must start to build, which you can do, obviously, starting right now, and we're going to dive into that. But before we dive into those four questions, let's discuss nutrition, as it's concerning with entrepreneurs and high performers. The average individual, they'll need some motivation to get off the couch to lay off the fast food and other basic issues. This most likely isn't an issue for you at all. I'm willing to bet that you don't need platitudes or cheesy motivational quotes to get you to take action, the motivation for better health and performance concerning entrepreneurs and high performing leaders. It's certainly not lacking. In fact, though,

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it's the unique challenge of an entrepreneur's life that makes reaching their health and performance goals a little more difficult. It could be unintentionally placing their health on the back burner for more sales and revenue in the business, time management issues, a lack of organization, or current pandemics.

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You know, those four issues that I just talked about are part of the dark sides of success that entrepreneurs experience. You're more in demand, you have more responsibilities. But with all of this said, there is one big reason that isn't often discussed when it comes to entrepreneurs struggling with their nutrition. And it's a failure to truly understand themselves. And so I'll repeat that again. One of the biggest struggles for entrepreneurs, when it comes to their nutrition

on is that they have a failure to truly understand themselves. Many entrepreneurs, when they look to optimize their health, to create more energy, to build muscle, or to even improve their blood work, they will immediately gravitate toward adding tactics into their life, such as debating between diets of whether they should go ketogenic or carnivore, or paleo or whatever other diets out there. Other tactics could be such as deciding on intermittent fasting, whether it's for you or not, whether you should do 16 or eight, maybe you should do 20 and four, or 18, and six.

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None of those actions that I just talked about are a detriment or negative to your life per se. But it's leaving out a critical initial step that must be implemented before anything else. You see the successful entrepreneurs who master their long term health. They begin with an understanding of their own psychology. This is the same as in business with understanding your industry. Your marketplace psychographics and other critical factors that must be into play before you think about product launches or any of that stuff. So with personalized nutrition that delivers the highest performance, think about what's the goal? Why do you want this particular goal? How do your current day to day operations look? Are you highly stress, or not so much? Because this plays a big part in deciding your nutritional plan, and their relationship with cortisol? Are you a fan of tight structure? Or do you need a little more wiggle room with your day to day eating? Do you like to frequently eat or not? All of this matters. And I can go on and on and on with this. But you get the point. It's important to diagnose yourself to identify these past tendencies and anticipate the future behaviors and the future obstacles that have a high probability of showing up because doing this work upfront, it helps you get to the root cause and better fail proof your nutritional plan.

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For your entrepreneurial and high performing lifestyle, this initial work, it's going to create unwavering confidence in yourself, because you have formed certainty by creating a foundation that is precisely tailored for uniquely you, and your unique biology. So without further ado, to build up your personalized nutritional foundation, let's dive into these four questions.

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So question number one. Why do I eat what I eat? Or simply, it's your why. So why do we eat? Why do you eat? From a surface level standpoint? This seems like a basic and easy to answer question after all, foods essential to life because it's going to provide us with the energy to run The various bodily functions that we need to live every day. It's also going to provide the critical source to the building blocks to grow and repair our body tissues. But after we get past this standard and social, and after we get past this standard and surface level answers, knowing why you eat is pivotal before moving forward. For a lot of people, eating is simply a source of pleasure for them. That is the number one factor. And to no surprise, a huge proportion of this group is often overweight, has subpar energy, and isn't remotely close to performing at their top levels. Our daily food choices are often influenced by a myriad of factors, including the social situations that we find ourselves in, our budgets,

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our sleep schedule, our work schedules, our stress levels, and the amount of time that we have to prepare and eat a meal. And with so many distractions and conveniences, it's easy to get pulled in a nutritional direction that you really don't want to be in, but you find yourself in due to these little invisible factors that are running in the background. So therefore, as I work with someone and crafting their nutritional plan, we find the reasons why they eat the way they eat. And then we compare it to where they ultimately want to be in life. And we match it up. And if it matches up perfectly, and there's no issue at all, we'll move on to the next thing. But at the very beginning, this is really rare. So how do we go about this? You start by getting some buy in with yourself. And you get some buy in with yourself by listing all of the reasons why you must tighten up your nutrition. For some, it's after receiving their genetic report back. And now being equipped with a more precise way to improve their life after being provided with this blueprint, it gave them a greater sense of awareness and for others, others want to eat the way they want to eat, and want to improve their eating, for confidence, maybe it's confidence with girls, maybe it's just confidence within themselves and what they see in the mirror. Maybe it's to be around later in life for their family and their kids. Maybe it's to perform better in the boardroom, in the bedroom. Maybe it's to feel better. The more reasons that you can list for changing and dialing in your choices on a daily basis, the stronger and more likely that it's going to happen because you have more

ammunition for when you go to the battle with everyday distractions and conveniences that are around us.

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So question number two is your what? So what do I eat? We've all heard the saying "you are what you eat", garbage in, garbage out. And this is true 100% of the time. And the big point here is to think, what am I going to eat? And how is it going to affect me. And by taking a systems approach here, you'll consider factors such as your microbiome, your body composition, goals, your personal preferences, your genetics, and your cognitive health amongst a few things. Speaking of cognitive health, and concerning your brain, it's 60% fat. Most of that comes from an omega three fatty acid called DHA and DHA promotes new neuron growth, which can occur at all ages. And this allows signals to move across those neurons. So to break this down even further into plain speak, this simply allows your brain to operate much more efficiently and effectively. And to stay sharp as you grow throughout the years. These omega three, and now omega six fatty acids, they're regulating inflammation throughout the body, and your brain, obviously. And this is a focal point of virtually every major chronic disease out there. These two entities, they also regulate your metabolism. They support your daily quality of life and your heart health. So when you have considerations like this in mind, when you think about what to eat, this is a systems approach.

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And this is why you do that because they're second, third and fourth order effects and consequences for the decisions that you make. So with that consideration in mind, you'll be mindful as to whether you're getting enough omega threes into your diet as well. So it's not just about the protein, and the carbs in. But it's about the distribution of those nutrients and what it's doing to your body. So when you're thinking about what to eat, you're also considering what not to eat. You're restricting elements and you're creating constraints that are ultimately positive as you move forward.

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So question number three is the how, how to eat. So we have our why. And you have your what, and now it's time for your how, specifically the how-to. One of the big categories here in the how-to is concerning the quantity of food that you'll consume for your goal, whatever that goal may be. An obvious area that comes to mind is total calories and total macronutrients and the distribution of those macronutrients that being protein, carbs and fat. That certainly fits the bill here. But also though, something as simply deciding on how you'll approach each of your meals in relation to your options and goals are very important here. And that's specifically important for those who don't want to keep up with how much food they eat every day or track their calories using an app or anything. They just want to make smart, healthy decisions on maybe eating three to four times a day. You want to decide how you will go about each of those meals. And so you want to think here, how does what I eat affect my health, energy and performance across my lifespan and my health span? That is macro level thinking. If that's too overwhelming, or if that's too big to see right now, and it's a lot to comprehend. Let's break this down.

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Think about how it's affecting your everyday performance. Is your energy where it needs to be or are you doing the same things that you used to do, but they're now requiring more energy and effort to get it done. Cognition and brain health and other mental acuties are a big area of focus here, especially when it comes to doing things that you used to do, and it takes more energy now, physical performance, obviously as well. So another consideration is related to body composition goals here.

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So question number four, the last one here, you have your why, you have your what, and you now have your how to. And now it's time to put a bow on everything and think about when you're going to eat. And some big topical examples that you would think of here that fit here are factoring in your circadian rhythm, looking into chronobiology, and of course, fasting and the various types of fasting that you can do. You're simply creating a parameter here, a standard of performance of sorts, around when you'll eat, and when you want eat. For example, you eat between 7am and 7pm And you fast or refrain from eating for the other 12 hours to give your body time to rest, to heal, and to let your body focus on sleep and not digestion at nighttime. And having this type of rule set forth, it saves you a lot of mental energy that can be redistributed to other factors, such as your work, such as your family and your relationships.

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So let's quickly go over those four questions again. Number one, start with your why. Why do I eat what I eat? And after you have your why now, you're going to decide what do I eat? And after you decide what you're going to eat, you're going to describe and think about how am I going to eat what I eat. And lastly, you're going to think about when am I going to eat and when am I not going to eat? So as I think about all these questions here besides question number one, question number four, when to eat is one of the most powerful tools that you can use to optimize your life and energy. Oftentimes, whether it's weight issues, or just poor habits in general, the issue stems from a lack of structure. Closing your feeding window into the smaller timeframe begins to snip this issue immediately. On the other side of this approach here, of this structure here, this is where you are eating whenever you want, eating whatever you want, and you're eating as much as you want. And to no surprise, this is a recipe for disaster.

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And you would think why would someone do this, but as you're walking everyday, down the street, to the office, taking the train, riding an airplane, and you're in the Western world, you'll see this everywhere because what I just talked about eating wherever you want, whenever you want, and as much as you want. That is the standard Western nutritional approach. And so as I land this ship one last thing that I want you to consider, above all else, as a high performing entrepreneur, and as it pertains to your nutrition is to ask yourself this question. Does my nutritional plan and framework support the life and business that I'm trying to ultimately create? As an entrepreneur, if you're like me, when you decided to sign up for this crazy, roller coaster ride that's filled with uncertainty, stress, chaos at times and, and leads you to questioning yourself.

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Now on a side note, it's one of the greatest personal development programs there is, but when you decided to start this journey, you most likely decided to start this journey because you wanted to create a business that would support your dream lifestyle. You want it to create a life where you can have the freedom to travel, and to have rich experiences with your family and friends. You want to create a huge impact in this world. And so I want you to view your nutrition through the same lens as your business. Think long term with this. Can you actually see yourself with this particular nutritional framework? Six months down the road? Does this particular plan allow you to run your business the way that you envision it? Does this particular regimen allow you to live the life you desired and to maintain rich relationships seamlessly? And if not, then it's time to make some adjustments. Despite what the internet might tell you, or that you might see or hear in various places. There's no one right way to do things. There are multiple avenues when it comes to health optimization and nutrition.

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Properly incorporating a precise nutritional framework will support you and will definitely enhance every facet of your life. It won't become an obstacle to creating the life and business that you desire. And it definitely won't create unnecessary friction with your life in business. So with that said, thanks for tuning in to another episode. And until next time, stay awesome and be limitless...peace

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