

Professional Speaker Magazine

Reprinted with permission from the January 2001

IDENTIFY THE FACTORS!

As speakers we motivate, inspire, educate, and most of the time take care of others better than we take care of ourselves. We love our work, and we'd *better*, because we work hard, spend many hours on the road, eat in restaurants... and many of us do not get enough exercise. We just don't take care of ourselves. It's certainly not that we don't *know* we should pay attention to our health. Every day we hear of new and improved ways we can get fit and healthy overnight. From experience, we know there is no easy fix. Most of us learn that getting healthy is hard work.

The solution to your problem may surprise you. Ask yourself this question: What factors may be affecting my ability to succeed? You may wonder what I mean by factors? They are the internal and external forces that you must conquer before you can implement the strategies for a healthy life. They are subliminal, and most of the time you are not aware of the impact these factors have on your success. Several could be present, or perhaps just one; but no matter how many there are, until they are addressed, you will again and again feel frustration, and the failure cycle will continue to occur.

As a former investment advisor, I would work with my clients, helping them master the factors for generating and maintaining wealth. Once I identified these factors and addressed them with my clients, I saw the statistics change, the success ratio increase. We all teach strategies for success at every seminar, keynote, presentation and training session. Whether we are teaching financial health, weight management, emotional well being, or physical well being, looking within you is essential to our success. The strategies won't work until we identify for ourselves what factors are interfering with our ability to change. We then have the tools to conquer the factors and implement the strategies. Rocket science it is not...*common sense it is!*

I have found that these twelve factors – *environment, motivation, attitude, habits, family, budget, education, goals, time, age, needs vs. wants, and risk*; were identified while working with my asset management clients, and then again by myself when I was continuously overweight. I lost 175+ pounds over the years, but it always came back – and peaked at 213 pounds on my 5'3" frame, with a dress size of 18-20! How did I solve it? I had mastered the factors for generating and maintaining wealth. My idea? Let's apply these factors to the issue of proper weight management. I am still 5'3", but now wear a size 10-12 rather than 18-20. When you think about it, these same factors would apply to any area we wish to change.

LET'S LOOK AT EACH FACTOR:

Environment – What around you is affecting your ability to succeed? It could be your friends, associates, and workplace, or anything around you that either positively or negatively affects your ability to succeed.

Motivation – Think about what would motivate you to be successful: good health, looking good, self-esteem, having more energy, personal satisfaction, or fear of failure? What motivates you or me may be different – think about your driving force.

Attitude – When you identify your attitude toward health, you will find it could be positive or negative. It is important to know that your attitude about health is one thing you *can* control.

Habits – Your habits will influence how you structure your healthy life style. Remember: you must first identify the bad habits you have, then set out to change them. When good habits are identified, we can then build on them.

Family – What is surprising to me is that we don't connect our early childhood experiences with how health we are as adults. Our childhood experiences and genetics, coupled with our current lifestyle, connect with the way we deal with our adult health.

Budget – Just as with our money budget, we must “budget” our time, food and exercise programs. It is the simple process of the choices we make.

Education – We live in the information age. Open a magazine read a newspaper, turn on a television, listen to the radio. With so much information readily available, how do we know what is true and what is false? As prudent consumers, we have to get as much information as possible, learn from it, and then make decisions based on that information.

Goals – when you are starting any type of health program, you should have certain realistic goals. What is right for one person is not necessarily right for the next. Set your goals based on assessing what it is *you* want to accomplish.

Time – Everyone wants to get healthy, but few want to allow themselves the time to achieve their goals. It seems we are always looking for that “quick fix”, rather than allowing enough time to manage our health sensibly. Time plays an important role in the health management process. Give yourself the gift of time.

Age – As you know, age plays an important role in any health program. We all know managing your health is hard work. The idea that it gets harder as we get older is depressing, but true. Take it from me – it's hard to teach an old dog new tricks! However I am living proof that it *can* be done.

Needs versus Wants – Are you in the habit of asking yourself whether you *need* to get healthy or *want* to get healthy? It's all about choices. Sometimes you will find that it is necessary to turn the wants into needs, and the needs into wants! If you eat what you *want*, you may find that you physically are not what you *need* to be. If you eat what you *need*, you may find that you physically become what you *want* to be!

Risk – Risk in health management is very real, and it is all about choices. Many people try to get healthy too quickly and in an unsafe manner, without seeking medical help. Americans today want instant gratification. The results can not only be damaging to their health, but could be life-threatening. Remember: always consult your doctor prior to starting any health management program.

I hope that you, when going forward, will be thinking about which factors will get in the way of your ability to apply the information for a healthy life, acknowledge those factors, and *master* them. Then you will see a positive move to change.



Angie Hollerich, CEP, CCA, is a noted author, entrepreneur and professional speaker. She is the author of “Grab the Brass Ring of Financial Security”[®], a self-help guide to financial security and “The Weight and Wealth Factors”[®], parallel factors for weight management and wealth accumulations. Angie can be reached by phone at (614) 337-2204; by eMail at angie@brassringpro.com; or visit her web site at www.brassringpro.com