

# The Effective Challenge

**PRIME**

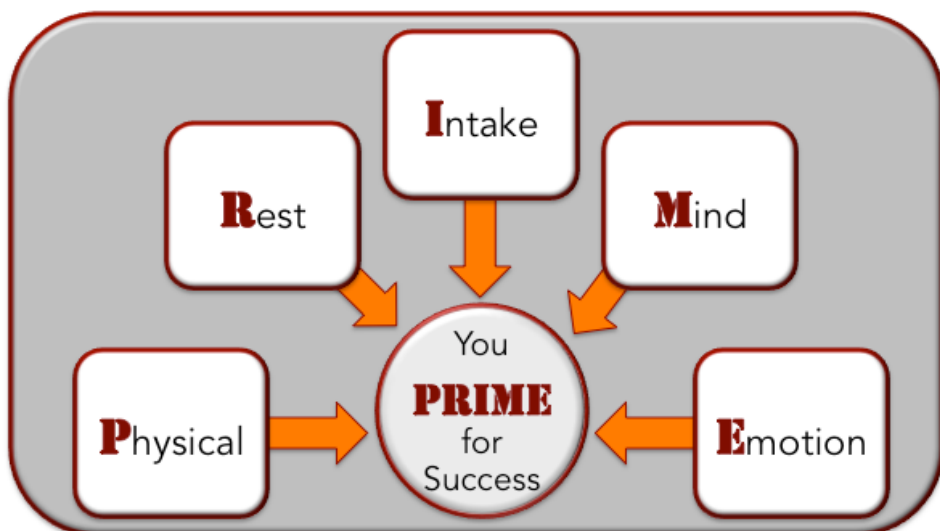
Model

(the foundation for success)

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When you think about it, it's obvious that for you to realise your potential you need to look after yourself first. This can sound selfish. And it is. However, looking at this from the point of view that you need to be at your best to be the best dad, wife, team leader, friend, sports player, writer, you get the idea, you need the right foundation.

We've developed the **PRIME** model to get the right foundations in place and as a result give ourselves an increased chance of success and happiness.



**Physical:** this covers exercise, stretching, how we breathe and posture. We recommend a minimum of three 30 minute exercise sessions per week. And if you're thinking you haven't got time for posture, we love Michael Heppell's suggestion from his book flip it – adjust your car rear-view mirror to force yourself to sit up straighter.

**Rest:** this one is hopefully obvious. Allowing our bodies to recover properly is so important but for many, often overlooked. This isn't just about sleeping but the quality of your sleep and downtime. High quality rest is very personal. Developing your own routine is worth the investment.

**Intake:** this one applies to the food we eat and fluids we drink. We are not advocates that you run your life as a monk. Far from it. What we do recommend is balance! Some basics to get you started:

- **Hydrate.** Keep on top of your water intake. If you're feeling thirsty chances are you are already suffering from dehydration. The UK NHS recommend women drink a minimum of 1.6 litres and men 2 litres of water a day. There's mixed opinion about tea and coffee counting towards your quota. Our view is that it doesn't count. Caffeine is a diuretic (albeit a mild one) and therefore can make you urinate more frequently. Either way the water on its own will help flush toxins out your system.
- **Food.** Getting a decent balance to your diet will pay so many dividends. Not just for your waistline. If food is fuel for your body then you might as well fuel yourself with good stuff. So learn some basics to improve your food intake. This is as much about under eating as over eating. Here's three tips to start you off: 'fresh is best', weigh yourself regularly to make sure you are staying on track and if you find yourself saying 'I don't have time for breakfast' challenge yourself as to why.
- **Manage your caffeine and alcohol intake.** We definitely recommend thinking hard about the need for caffeine in the later part of the day. And hopefully it's obvious that alcohol in excess isn't great for your performance – either physically or mentally.

**Mind:** Looking after your mind is your responsibility. So often the effect of stress is a result of not having the right coping strategies for what life throws at you. With 1 in 4 people in the UK suffering from mental health issues it really is vital that you adopt a proactive approach. Allowing yourself time to settle your mind down is an important part of priming for success.

**Emotion:** Getting better at managing our emotions is an enabler to better relationships, results and happiness. With practice and armed with some tools and techniques, it's possible to increase our emotional awareness and interrupt the emotions we don't want before they get a grip.

Work with Effective Challenge to ensure you get the right support to implement the **PRIME** model into your life.

When it comes to your health, wellbeing and success you need to take proactive action.

Start the conversation



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