

# NON-NEGOTIABLES



*a detailed guide to achieving excellence*

**FOR HIGH VITALTY  
HIGH IMPACT LEADERS**

**BY SHERYL UTAL**

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# INTRODUCTION

## Hi, I'm Sheryl Utal

I'm a technology executive, founder/CEO, self-healer, yoga teacher and student of life.

I've always been obsessed with excellence but my passion for health optimization and peak performance was ignited almost 20 years ago after the standard medical model failed me in the wake of an autoimmune disease diagnosis.

This experience along with several other challenges I faced simultaneously turned into a spiritual crisis, or what can be considered a dark night of the soul that served as my initiation into the healing journey of a lifetime, and guided me into deep practices across yoga, breath work, sound healing, and meditation, and ultimately to the cessation of autoimmunity.

These transformative experiences inspired me to support others on their journey.

I have learned that healing happens in the same way consciousness expands and abundance is the result of spiritual practice and embodiment.

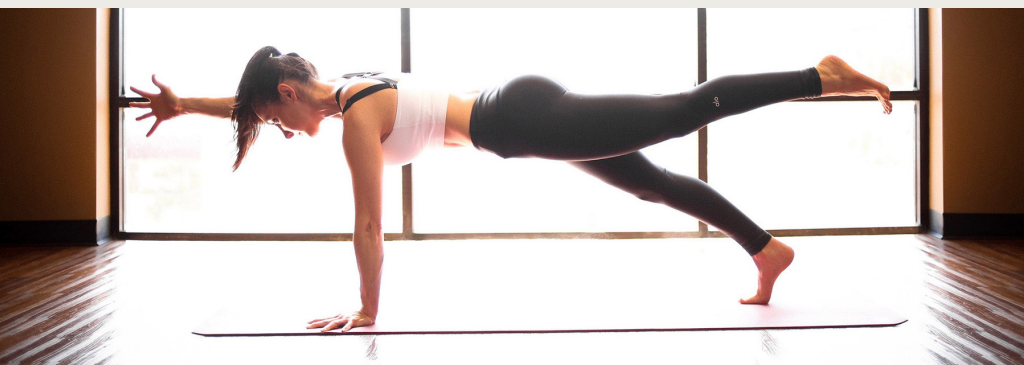
The quality of our physical health, relationships, self-worth, energy, attitude and prosperity are all reflections of our vibration created by our conscious and unconscious mind.

This book is a collection of the secrets, practices and tools I have found to be essential in the pursuit of excellence.



# Decide

The tools and practices in this book will only work if you make the choice to move forward and create a new way of being. You must commit to excellence and have the self awareness to recognize when you are settling for less.



## Worthiness

You don't get what you want, you get what you tolerate so why would you tolerate a life of mediocrity if you could have more? The answer comes down to self worth...

**Step number ONE is know your worth and don't settle for anything less.**

That might mean that you hold an audacious expectation for your life. If that's what you believe you deserve than that's how you will begin to act and feel. That is how you become an energetic match for the excellence you desire by believing you are worthy it.

## Vision

See yourself strong, see yourself actualizing the goals you have. See yourself having the money, relationships, vitality, impact and fulfillment your heart desires.

Hold this vision and cultivate clarity inside the vision.

Drop into your heart and feel the gratitude for these things as if they have already happened.

The deeper and more sincere the gratitude and appreciation is for these experiences the more you will align with them..

## Authenticity

What you seek is seeking you, all you have to do to receive it is be yourself.

You must cultivate a self awareness and self regulation practice that empowers you to control how you respond to stimulus.

Know WHO YOU ARE, your values, beliefs, where you've been, what you bring to the table, what you don't like, what you won't tolerate and what your priorities are.

Know what brings you energy and what depletes you.

Always remember nothing meant for you can ever lose you.

**How you do one thing is how you do everything.**

# 6 Keys for Success

The road to excellence is seldom a straight, smooth path. Expect setbacks, challenges, triggers, and distractions along the way. The key to success lies in your ability to navigate these hurdles with resilience and intentionality. Use these valuable tips to help you manage expectations and stay on course, hold onto your vision while trusting the process.

## Embrace the Non-Linearity of Progress

Peaks and valleys, chapters and seasons are natural components of growth. Don't be discouraged by setbacks or rejection; view them as opportunities or more deeply invitations to go deeply inward, ask yourself how you can learn and adjust with humility. Celebrate small victories, and remember that every aspect of your experience is happening for your evolution.

## Declare It

Start speaking about excellence. Tell those around you that you desire to live in excellence, to represent excellence and to surround yourself with those who appreciate the pursuit of excellence as much as you do.

## Identify Triggers and Develop Coping Strategies

Triggers, whether internal or external, can derail your progress if not acknowledged and addressed. Take the time to identify potential triggers that may catalyze an unproductive pattern and strategies to navigate them. This could include mindfulness techniques, seeking support from friends or mentors, or finding alternative routes to stay focused on your goals. To help you identify your triggers and develop tools to manage them I recommend my workbook *Transcending Limits*.

## Mute Self Doubt

Nothing can interfere with your process more than playing small. You must have a deep connection to your gifts and talents. Know what you are capable of. If you doubt yourself, you will bet against yourself, lower your vibration and set yourself up for disappointment. Energetically, self doubt will not attract excellence. Be an energetic match for what you want to attract with confidence and worthiness.

## Be Okay Being Misunderstood

It can be difficult to accept that others might not be comfortable with your choices. Sometimes even family and close friends won't be able to support your evolution or understand your decisions. Having boundaries, skipping social events to get to bed early, choosing not to drink alcohol or sacrifice your workout requires the kind of discipline and self respect that not everyone has. Don't let anyone else's opinion of you affect your mission. What other people think of you is none of your business. Be okay being misunderstood and do you.

## Hold the Vision, Trust the Process

Throughout your journey, it's crucial to hold onto your vision and trust the process. Visualize your end goal regularly, reinforcing your commitment to the path of self-improvement. Trust that each effort, no matter how small, contributes to your overall growth. This mindset fosters perseverance and resilience in the face of challenges.

# Intention

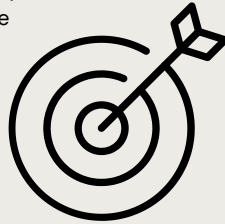


To create the outcomes you want in life, being intentional in all that you do is essential. Intentionality can be thought of as the opposite of being reactive.

Intentionality is the conscious and purposeful act of directing one's thoughts, actions, and efforts toward a specific goal, purpose, or outcome before initiating engagement in the activity.

It involves making deliberate choices and decisions upfront that align with your values, objectives, or desired direction in life.

**Purpose and Motivation:** Intention provides clarity of purpose and a driving force towards your goals especially through challenges. Intention defines the direction of energy. It is by definition to be "in tension with" a possible outcome. It is a connection you make consciously with your future self.



## Guidance for Decision-Making:

When faced with choices or challenges, aligning your decisions with your intentions ensures that your actions are in harmony with your goals. This can lead to more purposeful and fulfilling outcomes.

Having a clear intention channels your energy, making your actions more potent and effective in achieving the desired outcomes.

**Mindset and Positivity:** Intention shapes your mindset and can contribute to resilience, problem-solving, and a more enjoyable journey.

**Law of Attraction:** The energy you broadcast attracts similar energy back to you. Setting positive and intentional thoughts will amplify your magnetism to your desired attract opportunities.

**Increased Self-Awareness:** Setting intentions requires self-reflection and self-awareness. It prompts you to understand your values, desires, and motivations. This self-awareness can lead to personal growth and a deeper understanding of yourself.

**Alignment with Values:** Intention requires you to align your actions with your values. When your intentions are in sync with your core values, you experience a sense of authenticity and fulfillment, contributing to a more meaningful and purpose-driven life.

To practice intentionality, ask yourself, how do I want to feel when this is over, or how do I want others to feel, or what do I want this to look like when I'm done. I recommend practicing intentionality with every single thing you do. For example go for a walk and decide to focus your thoughts on a single topic. Try to maintain the focus. Notice your mind will wander, it is a practice to stay rooted in your intention. The more you practice the more focused you will remain.

# Sleep

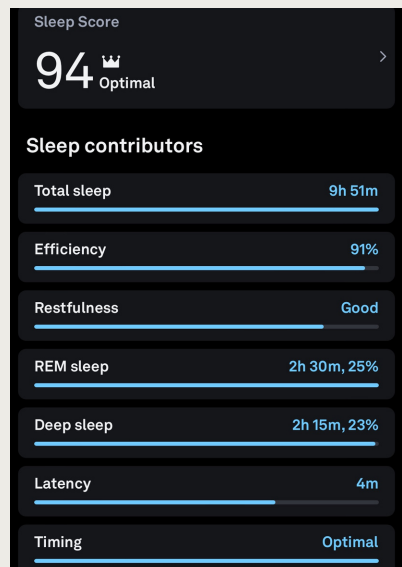
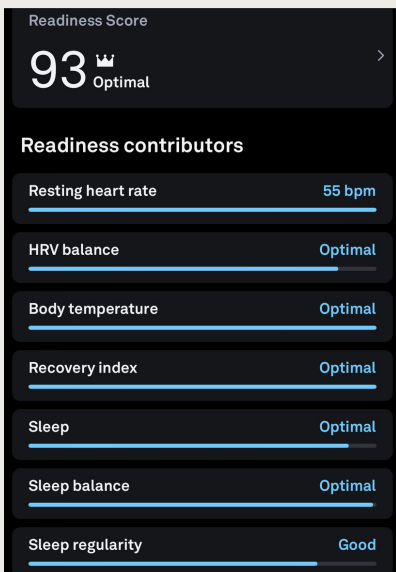


If you do not prioritize sleep, you will not live up to your potential, period.

You can get by on less than optimal sleep, but you will achieve less than optimal results in your life. Since how you do one thing is how you do everything, if you have strong discipline about your sleep hygiene, the benefits will impact the rest of your life above and beyond the benefits of quality sleep. You will feel more empowered, confident and in control of your life. Sleep is essential for the following key reasons.

1. **Cognitive Performance:** Prioritizing sleep enhances cognitive function, including memory, focus, and decision-making, leading to improved problem-solving and productivity in daily tasks.
2. **Emotional Well-being:** A well-rested mind is better equipped to manage stress and regulate emotions, fostering a positive mindset and resilience in the face of challenges.
3. **Physical Health:** Quality sleep is crucial for the body's repair and maintenance processes, supporting overall health, immune function, and preventing the risk of chronic illnesses.
4. **Energy and Vitality:** Adequate sleep ensures optimal energy levels, promoting physical stamina and mental alertness, which are vital for engaging fully in activities and pursuing excellence.
5. **Long-Term Success:** Consistent, quality sleep contributes to long-term well-being, helping to sustain high levels of performance, creativity, and adaptability, ultimately contributing to a life of excellence.

I recommend investing in a quality sleep tracker and monitor the data daily. When you see the results of your sleep and recovery, you cannot lie to yourself about the quality of your sleep. Study the science of sleep, light, darkness, circadian rhythms and prioritize your rising and evening rituals every day and watch your life change.



# Routine



A routine provides a structure that encourages consistency in your actions. Excellence is often the result of sustained effort over time. A consistent routine helps you show up and work towards your goals regularly. Having a routine keeps you on track even when you aren't motivated. It becomes something you simply do automatically because you know it's best for your life.

**Efficiency:** Reduced time spent on decision-making. When certain activities become automatic parts of your routine, you free up mental energy and time.

**Discipline:** A routine requires discipline to follow consistently. Developing discipline is crucial for achieving excellence because it helps you stay focused and committed to your goals.

**Goal Alignment:** By incorporating specific tasks and activities into your routine, you can align your daily actions with your long-term goals. This ensures that you make progress toward excellence every day in a systematic and intentional manner.

**Mastery:** Routines create repetition which leads to the mastery of skills. When what you do becomes habitual through routine, it contributes significantly to your overall success.

**Time Management:** Routine means time management and clear priorities. Time is a valuable resource, and knowing how to allocate it wisely is crucial for achieving excellence.

**Reduced Procrastination:** Having a routine can minimize procrastination. When tasks become part of a daily or weekly schedule, there's less room for delaying or avoiding them.

**Stress Reduction:** Knowing what to expect and having a sense of control over your day-to-day activities can reduce stress and liberate energy leading to more focus and an environment conducive to achieving excellence.

**Self-Reflection:** When you have a routine you are able to consistently and intentionally incorporate self-reflection which enables you to assess your progress regularly. This self-awareness helps you make necessary adjustments to your goals and strategies, ensuring that you are continuously moving towards excellence.

**Optimized Performance:** Over time, having a routine will optimize your performance by creating a daily life that supports your physical and mental well-being. Whether it's getting enough sleep, exercise, self care or time for learning, routine leads to excellence.

To practice I recommend committing to no more than 3 new things each week until you reach the structure that works best for you. Trying to change your entire life in a week is too much at once and is a recipe for failure. Slowly integrating change allows you to recognize the benefits/side effects of each thing you add which is important.



# Hydration

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Hydration is crucial for excellence in various aspects of life because it plays a fundamental role in supporting overall health and well-being. It is essential for numerous physiological functions, and its daily importance cannot be overstated. Here are several reasons why hydration is a key factor for excellence:

**Cognitive Function:** Dehydration reduces concentration, memory mental clarity. Critical thinking, decisions, cognition and learning require proper hydration.

**Energy Levels:** Hydration means biological efficiency and energy. Hydration is vital for sustaining focus, productivity, and peak performance in various activities.

**Physical Performance:** Dehydration = muscle cramps, headaches, dizziness, kidney problems, fatigue, and a decrease in endurance, limiting physical ability.

**Recovery and Resilience:** Proper hydration supports tissue repair, regulation of body temperature, and recovery from exercise.

**Mood and Well-Being:** Dehydration = feelings of irritability, anxiety, and fatigue. Proper hydration = emotional and mental well-being required for excellence.

**Digestive Health:** Water is essential for proper digestion, elimination and nutrient absorption.

**Skin Health:** Hydration is vital for maintaining healthy skin.  
Glowing = excellence

**Regulation of Body Temperature:** Hydration ensures the body can effectively cool itself.

**Energy and Flow:** You are electrical and require conductivity or the flow of energy in order to function optimally. Electrolytes are ions with an electric charge and they are required for proper hydration. They facilitate the conduction of electrical signals in the body. Functioning of nerves, muscles, and biochemical processes in the body requires the conductivity and cell signaling from electrolytes.



To practice proper hydration make it part of your routine to hydrate immediately when you rise each day and prioritize hydration all day long. This is essential for excellence. Source the highest quality water and electrolytes and monitor the color of your urine. Dark urine is a sign you aren't hydrated.

# Nature

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Being connected to nature and attuned to its rhythms, cycles, seasons, the sun, and the earth is key to in living an optimal life of excellence.

Here are several reasons why this connection is a non-negotiable.



**Biological Synchronization:** Nature is essential for physical health, especially sunlight. Exposure to sunlight regulates circadian rhythms, which influence sleep-wake cycles, hormonal release, and overall well-being.

**Mental Well-Being:** Nature provides free electrons and negative ions that help improve overall health, reduce oxidative damage and inflammation, improve hormones, energy, sleep, anxiety and digestion.

**Stress Reduction:** The sounds, sights, and smells of the natural world can have a soothing effect on the nervous system, helping to alleviate stress and promoting a sense of calm.

**Creativity and Productivity:** Connection to nature has been shown to enhance creativity and cognitive function. Time spent in natural surroundings has been linked to improved problem-solving skills and increased attention span. This boost in cognitive function can positively impact productivity and innovation.

**Seasonal Awareness:** Being attuned to seasonal changes allows for adjustments in lifestyle, activities, and priorities, promoting balance and optimal living.

**Environmental Stewardship:** A deep connection to nature instills a sense of responsibility for environmental stewardship. Recognizing the interconnectedness of all living things can inspire you to make choices that promote sustainability and contribute to the well-being of the planet.

**Mindfulness and Presence:** Whether it's observing the changing colors of leaves, feeling the texture of soil, or listening to the sounds of the wind, being in nature promotes a heightened sense of awareness and mindfulness, which can enhance the quality of life.

**Holistic Balance:** Overall, being connected to nature contributes to a holistic sense of balance. It aligns physical, mental, and emotional well-being with the natural world, fostering a more integrated and harmonious approach to life.

To practice being connected to nature, schedule time in your routine to be outside. Take time to observe the sky, the changing of seasons, the moon phases, the sunrise, the sunset and ground to the earth as often as possible. Engage all 5 senses during your time in nature. This as well as grounding supports proper pH and reduction of DNA damage via the uptake of free electrons.

# Gut

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Gut health plays a crucial role in living a life of excellence due to its profound impact on various aspects of physical and mental well-being. The gut, is an intelligence center and influences not only digestion but also immune function, mental health, and overall vitality. Here are several reasons why gut health is a key to excellence:

**Immune System:** A balanced and diverse gut microbiome with a strong gut lining is crucial for robust immune function protecting you against infections and supporting overall health.

**Nutrient Absorption:** Optimal nutrient absorption is essential for providing the body with the necessary building blocks for energy production, cellular function, and overall health.

**Mood and Mental Health:** The gut-brain connection is a bidirectional communication system between the gut and the brain via the vagus nerve. The gut produces neurotransmitters and hormones that influence mood, stress response, and cognitive function. An imbalance in the gut microbiome has been linked anxiety, depression, and stress. A healthy gut contributes to positive mental well-being, a clear mind, and emotional resilience.

**Energy:** The gut is involved in the production of short-chain fatty acids through the fermentation of dietary fibers that play a role in energy metabolism and can contribute to overall vitality and sustained energy levels.

**Elimination:** Bloating, cramping and constipation are extreme limitations on the path to excellence. Optimal gut health supports smooth elimination, necessary for detoxification.

**Inflammation:** Chronic inflammation in the body can cause autoimmune diseases, chronic pain, brain fog and chronic illnesses. Improper diet, poor microbiome diversity and leaky gut lead to systemic inflammation which is enemy number one on the path to excellence.

**Weight Management:** The composition of the gut microbiome is been associated with body weight and metabolism. Intestinal motility and parasites can cause food cravings and weight problems so a diverse and balanced microbiome is essential for management and metabolic health, both of which are important for overall excellence in physical well-being.

**Optimized Sleep:** Emerging research suggests a connection between gut health and sleep. A healthy gut may contribute to better sleep quality and duration, essential for cognitive function, mood regulation, restoration and overall daily performance.

**Disease Prevention:** A healthy gut is associated with a reduced risk of various diseases, including gastrointestinal disorders, metabolic conditions, and neurological conditions.

To practice excellent gut health, be extreme in your standards. What you put in your body matters. Cut out all unnatural crap and excess carbohydrates, chew slowly, prioritize protein, fermented foods and prebiotics. Stay impeccably hydrated. Learn about and prioritize your vagus nerve. Do coffee enemas if they are safe for you and take magnesium to support elimination.

# Regulation



**Self-regulation, or the ability to recognize, understand, manage and control one's experience including the thoughts, emotions, heart rate, breathing patterns and behaviors they have, is a key factor in living a life of excellence for several reasons:**

**Emotional Intelligence:** Self regulation includes being aware of your emotions, understanding them, and effectively managing their expression.

**Resilience:** Self-regulation is closely tied to resilience—the ability to bounce back from setbacks and challenges. In the pursuit of excellence, setbacks are inevitable, and the ability to regulate your emotions and maintain focus in the face of adversity is essential.

**Decision-Making:** Self-regulation allows you to approach decision-making with a clear and calm mind, free from impulsive reactions or overwhelming emotions.

**Goal Setting and Achievement:** Self-regulation is crucial for setting and achieving goals. It involves creating a plan, staying disciplined, and managing distractions and temptations.

**Interpersonal Effectiveness:** We don't do any of this alone. Self-regulation contributes to effective communication, conflict resolution, and collaboration with others.

**Time Management:** Self-regulation is linked to effective time management. It involves prioritizing tasks, setting realistic goals, and avoiding procrastination.

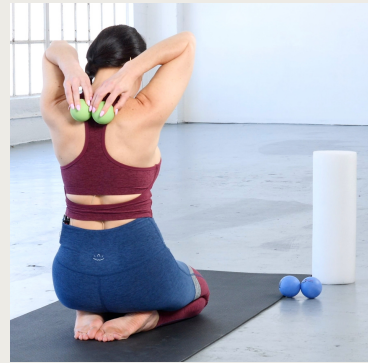
**Adaptability:** Living a life of excellence often requires adaptability in the face of change. Self-regulation allows you to navigate uncertainties and challenges with composure, adjusting your mindset and behavior to effectively address new circumstances.

**Health:** If you have a high degree of self regulation you are less likely to suffer from stress in the autonomic nervous system which controls the bodily functions that you don't have to think about like circulation and gastrointestinal functions.

**Leadership:** If you aren't able to regulate yourself other people will lose trust in your ability to lead. Leadership requires you to be highly regulated.

## **Know your way back to yourself like you know multiple ways to get home when you leave the house**

**Ways to practice include breathwork, yoga, tapping, hormesis, martial arts, myofascial release, float tank experiences, meditation, shadow work, journaling and self reflection. These practices are absolutely critical to have in your toolbox so that you can learn to breathe through and consciously control your responses to stimulus.**



# Laughter

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**An important measure of success and health is how wide the smile is on your face.**

Most likely, you won't be grinning ear to ear every single moment of every single day, BUT to achieve a life of excellence it is important to prioritize joy. It isn't something most people actually do but I recommend intentionally practicing laughter. Over seriousness is actually a dis-ease!

Leadership is a practice of inspiring others towards greatness. If you never laugh or embody joy, why should anyone want to emulate you or follow your lead? People are naturally attracted to genuine happiness and enthusiasm so if you desire to be an effective leader, laugh often and be happy.



From a neuroscience perspective, laughter acts as a powerful medicine by influencing neurotransmitter release, reducing stress, enhancing social connections, providing cognitive benefits, and positively impacting physical health, all of which contribute to living a life of excellence.

Laughter has been shown to improve cognitive function, including increased creativity and problem-solving skills. It can enhance cognitive flexibility, promoting a mindset conducive to adaptability and excellence.

Laughter triggers the release of neurotransmitters, such as dopamine and endorphins, which are associated with pleasure and reward and overall well-being.

A life without laughter is not a life to be lived.

**“There is little success where there is little laughter.”—Andrew Carnegie**

How to prioritize laughter into your life:

1. Learn to like the sound of your own laugh
2. Learn funny jokes
3. Stop taking yourself so seriously
4. Take a laughter yoga class
5. Surround yourself with funny people
6. Watch puppies play
7. Watch comedy
8. Use a laughter app or take an online course
9. Learn a laughter meditation
10. Embrace your silly inner child



# Beliefs, Values & Philosophy

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What you believe is going to be reflected back to you in your life's experiences. If you believe that money is scarce and hard to get you will attract a life of scarcity. Beliefs are essentially like the operating system that runs the program of our lives. Being conscious of your beliefs and values is essential for living a life of excellence for several compelling reasons:

**Self-Awareness:** Being conscious of your beliefs requires self-awareness. Understanding your own belief system allows you to reflect on your thoughts, attitudes, and behaviors. This self-awareness is a cornerstone of personal development, enabling you to continuously learn, grow, and refine your approach to life.

**Clarity:** When you are conscious you are in your power. Without conscious awareness of the programs running your life you unconsciously create a life that doesn't align with your goals AND you can be easily influenced into things that aren't for your highest evolution.

**Emotional Resilience:** If your philosophy in life, consciously or unconsciously, is to blame others or cling to material things, you will suffer. If you hold the philosophy that all things are constantly changing, everything is happening for your evolution and you are the creator of your experience, then you will remain unbothered and in your power.

**Navigating Challenges:** When facing challenges or setbacks, if you believe everything is happening for you and there is a divine purpose than you are more likely to adapt and see opportunities for growth.

**Effective Decision-Making:** Your beliefs influence the decisions you make. When you are conscious of your beliefs, you can make decisions that are consistent with your values and long-term objectives.

**Magnetism:** You attract what you believe and what you value, not what you want. If you believe all negotiations are difficult you will attract more difficult negotiations. If you believe parking spots are hard to find you will likely not "get lucky" and score the perfect one. If you value and embody honesty you will attract more honest people. Thoughts are things. All is mind.

**Synchronicity:** The more conscious you become of your inner world the more aware you will become of the things around you that reflect your beliefs. Synchronicity is the occurrence of two or more events that are not causally related but are meaningfully related in a way that goes beyond mere chance. Experiencing synchronicity is a phenomenon that reveals how divinely aligned you are. The more aware you are, the more you see and experience magic, things seem to flow and become more effortless. When you are out of alignment you experience more resistance and struggle and this all comes down to what you believe.

**Meaning and Fulfillment:** Having conscious beliefs allows you to engage in activities that resonate with your values, leading to a more purposeful and satisfying life. Essentially this means knowing who you are, what you want, what your mission is and also what you don't want.

**Impact on Others:** Your beliefs can influence those around you. Being conscious of your beliefs enables you to positively impact others through your actions, words, and example. This capacity to inspire and uplift others is a mark of excellence in leadership and interpersonal relationships.

# Boundaries

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Without boundaries in your life you leak precious energy. For many people learning to draw a line or say no to others, especially if you know that it will upset someone can be very challenging, but it is a non-negotiable on your path to excellence.

You must learn to define limits to protect your energy and your emotional, mental, and physical well-being. Boundaries are the amount you are willing to tolerate or invest in terms of time, energy, and emotions in various relationships or situations.

## Healthy boundaries include:

1. Clear Communication: Expressing needs, asserting personal limits, and communicating expectations to others in a clear and respectful manner.
2. Saying "No": When necessary, without guilt or fear of rejection. This is particularly important in situations where saying "yes" would lead to excessive energy expenditure or compromise personal well-being.
3. Protecting Personal Space: Establishing limits on personal time and space is vital. This includes recognizing when to take breaks, setting aside time for self-care, and avoiding situations that drain your energy without providing significant benefits.



## Avoid Toxicity:

1. It is imperative to discern when a person, experience or place is toxic for you.
2. If you feel that any relationship is toxic to you, even that involves a close family member it is reasonable to consider ending that relationship.
3. Nothing is more important than your peace and well-being and if you have expressed your needs without progress in the relationship, you might want to consider ending it.

People pleasing and co-dependent tendencies will not lead you to a life of excellence. Beyond practicing boundaries as best you can in your day to day life, it may be helpful or necessary to seek the support of a therapist, spiritual coach, group therapy or other form of outside support. Few things can be as difficult as asserting your needs and boundaries when it's something you have never done. Be patient with yourself but be sure to prioritize your energy, your peace and your excellence.

You can't pour from an empty cup!!

# Stillness

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Connection with truth and with the Divine happens when you are introspective. The more still you become the more tapped into the energy of source you can be. That means connecting with a higher power, divine consciousness, or transcendent reality which cannot occur when your senses, body and mind are focused externally on multiple inputs.

## Cultivation of Presence:

- In the pursuit of excellence you must prioritize stillness practices, such as yoga and mindfulness meditation that require being fully present in the current moment.

## Becoming the Witness:

- A stillness practice involves observing yourself without attachment or judgment.

## Leadership:

- You cannot effectively lead others if you cannot effectively lead yourself. In order to lead yourself, you must truly KNOW yourself.

## If you are Avoidant:

- It can be difficult to find stillness when you are avoiding yourself, the discomfort of your inner world, challenging decisions, painful emotions or simply the unknown landscape of your psyche. The issue is that avoiding yourself, avoiding going inward, avoiding the sensations and confronting emotions that arise in stillness will NOT MAKE THEM GO AWAY. The only way out of them is through them. It may take some time but with practice, you CAN make stillness a pleasant and in fact very enjoyable and rewarding practice.

## Practice:

- There are many ways to incorporate stillness into your life with intention.
- There is no right or wrong way.
- Some of my favorites are:
  - Yin Yoga
  - Sound Baths
  - Sensory Deprivation Tank
  - Heart Coherence Meditation
  - Journaling
  - Reading



Prioritize stillness every day because if you don't, you will miss important but subtle signs and signals that need your attention to stay authentic and true to yourself and your values.



# Movement

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Movement includes how you use the instrument of your body in every way. It is essential to incorporate mindful movement, dynamic movement, high intensity movement and various forms of both strength and mobility training. The way you move is like a dance with the universe with each breath, each heartbeat and each muscle contraction sending signals internally and externally to inform your entire reality. Make your movement practice reflect the life you want to create, make it artistic, make it authentic and make it a priority.

## 10 Reasons Your Vehicle Must be Maintained for Optimal Performance:

- 1) Cardiovascular health:** A healthy heart is critical for sustained energy, mental clarity, and overall vitality, supporting effective leadership and excellence.
- 2) Lymphatic system:** Essential for immune function and detoxification, ensuring resilience and well-being crucial for optimal leadership performance.
- 3) Conductive and Healthy Fascia:** The massive web of connective tissue influencing flexibility, posture, and movement; as well as perception. It is vital for physical resilience and embodiment. Fascia also holds memory and unprocessed or repressed emotions. Movement can help to move old energy patterns to liberate yourself from the past and make you more available for new experiences.
- 4) Attuned Sensory awareness:** Movement supports heightened perception of surroundings and self, enhancing decision-making and interpersonal skills crucial for effective leadership.
- 5) Know where you are through Proprioception:** Awareness of body position; fundamental for coordination and balance, key for physical and mental agility in all of life's scenarios.
- 6) Connected to the self through Interoception:** Understanding internal sensations; fosters emotional intelligence, aiding in self-regulation and empathetic leadership.
- 7) Powerful Skeletal muscle:** Integral for strength, endurance, and mobility; foundational for physical prowess and resilience in leadership activities.
- 8) Full Range of Mobility:** Range of motion in joints; supports adaptability and agility, crucial for the flow of energy, ease of movement which others can sense. If you are stiff and rigid it will be felt in your auric field which is not an inspiring energy.
- 9) Flow State:** Movement can create a state of consciousness neuroscientists call flow. This is a state of optimal performance and focus where time slows down and it feels like you already know what to do. The more often you achieve this state the more access you have to it. Being in flow enhances productivity, creativity, and resilience all essential for high performing leaders.
- 10) Mind-body connection:** Integration of mental and physical aspects; essential for self-awareness, emotional intelligence, and holistic leadership excellence.



# Hormesis

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Life is stressful and the degree to which you can respond to and tolerate stress with ease and grace is directly correlated to the level of excellence you can embody and achieve. As you pursue a life of excellence you must be able to adapt which takes practice. The intentional application of stress through heat exposure, cold exposure, high intensity interval training and other means conditions you physically and mentally to tolerate stress when it surprises you in daily life. Test yourself as often as you can.

**Learn to be comfortable being uncomfortable.**

## Benefits:

**Increased Resilience:** Triggers adaptive responses, making you more resilient to challenges.

**Improved Longevity:** It contributes to improved health and increased lifespan.

**Enhanced Cognitive Function:** Certain types of hormetic stress, such as cognitive challenges, may improve cognitive function and memory.

**Immune System:** Mild stressors can activate the immune system, leading to a more robust and responsive defense against infections. If you never challenge yourself you remain fragile and any little thing can take you down. The idea is to make yourself harder to take down!

## How to Practice:

**Exercise:** A classic example of hormesis. It puts stress on the body, triggering adaptive responses that result in improved fitness and health.

**Caloric Restriction:** Mild caloric restriction without malnutrition has been associated with increased longevity and improved metabolic health.

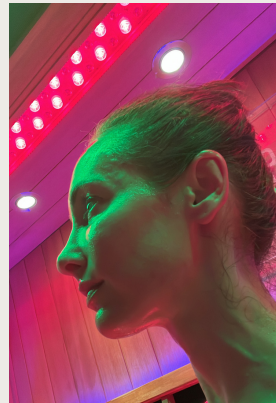
**Intermittent Fasting:** This involves cycles of eating and fasting, which can induce a mild stress on the body, leading to various health benefits.

**Heat and Cold Exposure:** Saunas and cold showers are examples of environmental stressors that may promote hormesis. They can improve cardiovascular health and enhance the body's response to stress.

**Cognitive Challenges:** Engaging in mentally stimulating activities, such as puzzles, learning new skills, or participating in challenging intellectual tasks, can stimulate cognitive hormesis.

**Phytochemicals and Antioxidants:** Some plant compounds, like polyphenols found in fruits and vegetables, act as mild stressors and may confer health benefits through hormesis.

**Intelligent Sun Exposure:** Sun exposure can induce hormetic responses, such as the production of vitamin D, which is crucial for bone health and immune function.



# Altered States & Divine Connection

15

Altered states of consciousness, such as those experienced through meditation, flow states, and psychedelic experiences promote neuroplasticity, reduction of the default mode network (DMN), and personal growth. Altered states of consciousness give you the ability to see with fresh eyes instead of through the lens of your conditioning. This is essential for growth and leadership. Here are some reasons why you want to consider exploring altered states:

**Increased Neural Plasticity:** Altered states boost neuroplasticity, allowing the brain to reorganize through new neural connections. Intense focus, relaxation, and novel experiences in altered states contribute to this adaptability.

**DMN Suppression:** During altered states, the default mode network, linked to self-referential thoughts, is less active. Reduced DMN activity is associated with decreased self-centered thoughts and increased present-moment awareness, fostering personal growth.

**Enhanced Learning and Creativity:** Altered states, marked by heightened awareness, focus, and creativity, facilitate improved learning, creative problem-solving, and new perspective assimilation, supporting personal and cognitive growth.

**Heightened Awareness and Insight:** States like meditation and psychedelics promote heightened awareness and insight, offering profound insights into thoughts, emotions, and behavior patterns, fostering personal growth.

**Altered Perception of Self and Reality:** Meditation or psychedelics induce a temporary shift in perception, challenging one's understanding of self and reality. This altered perspective catalyzes personal growth by prompting a reassessment of beliefs, values, and priorities.

**Emotional Release and Healing:** Altered states serve as a platform for emotional release and healing. Psychedelic experiences, for example, are associated with emotional breakthroughs, addressing unresolved issues for personal growth. If you have old patterns in your psyche that no longer serve you they will interfere with your ability to be an effective leader. Entering into altered states help support the integration of old patterns so you can move forward without their burden.

**Transcendence of Ego:** Some states lead to a temporary dissolution of the ego, fostering a greater sense of interconnectedness and empathy. This ego transcendence promotes personal growth and a shifted perspective.

**Mind-Body Connection:** Practices in altered states highlight the mind-body connection, enhancing awareness of bodily sensations for improved self-regulation, emotional intelligence, and overall well-being.

**Shift in Consciousness:** Altered states bring a shift in consciousness, providing opportunities for profound personal insights, spiritual experiences, and a deeper understanding of one's life purpose.

As you consider exploring altered states of consciousness in your life use caution. The set, setting and intention involved can radically impact the experience you have. Be responsible, educate yourself and start slowly as with the introduction of any new practice. It is best to get familiar with the landscape of other realms gently. Seek support and guidance as you journey through consciousness with an open heart and no expectations.

# Relationships

16

**Surround yourself with people who inspire you and celebrate you.**

Life is too short and too precious to waste time and energy settling for unfulfilling relationships that lack magic and depth.

It is better to be lonely for a while than engage in relationships that don't lift you up.

Take inventory of who you engage with the most and ask yourself if you feel deeply inspired by their presence in your life. Do you learn from them? Do you feel supported by them? Do you feel seen?

If the answer is no, it might be time to seek new friends, mentors and business partners.

Make every attempt to surround yourself with people who embody the frequency of abundance, who live the life you want to live and who are ridiculous optimists.



**“Who you spend time with is who you become! Empower your life by consciously choosing to surround yourself with people with higher standards!”**

# Shadow Work

17

Shadow work, as conceived by psychiatrist Carl Jung, is the process of exploring and integrating the unconscious and repressed aspects of your personality. "Shadows" are hidden, unseen aspects of the self, including thoughts, feelings, desires, and traits that you may find uncomfortable, unacceptable, or incompatible with your self-image.

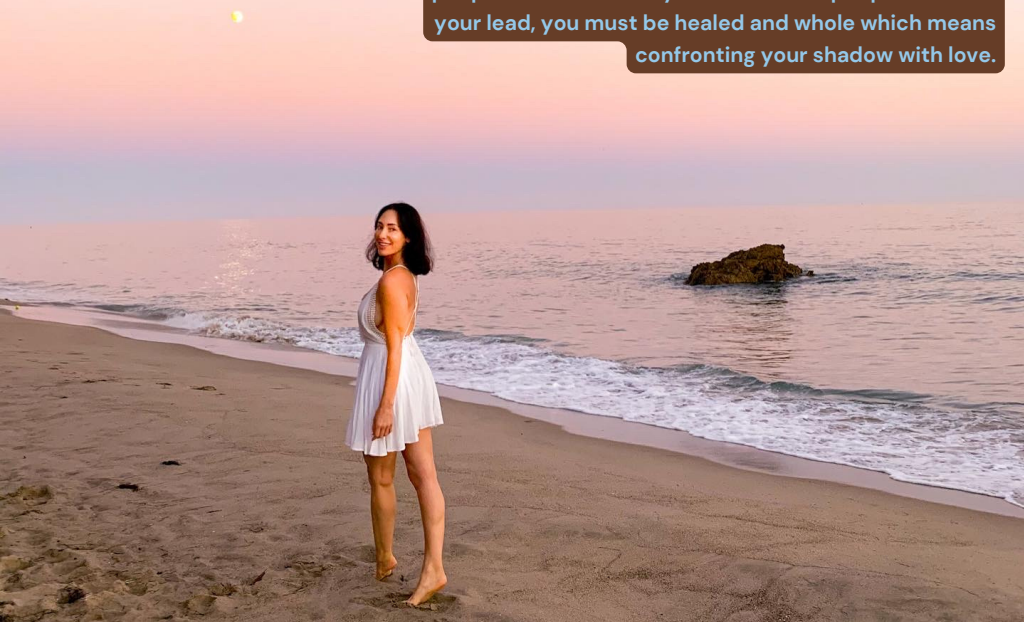
The shadow is not inherently negative; it may have both positive and negative aspects. It is formed by the elements of the personality that an individual suppresses, denies, or rejects, often because they conflict with societal norms, personal values, or your idealized self-image. These rejected aspects can include traits such as anger, jealousy, denial, overachieving, codependency, self sabotage, selfishness, addictions and other aspects that may be considered socially undesirable or embarrassing.

Engaging in shadow work involves facing the truth of the patterns in your life. It means bringing these hidden aspects into conscious awareness, acknowledging them without judgment, and integrating them into your personality so that you can love and accept all aspects of ourselves. This work means leaving the past behind and moving forward consciously.

This process is crucial for self-awareness, personal growth, emotional maturity, finding peace, reducing stress, and achieving a more balanced and authentic sense of self.

Ignoring or repressing the shadow can lead to inner conflict, projection of these traits onto others, physical disease, victimhood and a lack of wholeness.

Leadership and excellence require you to know yourself and integrate your shadow so that you don't bleed on people who didn't cut you. In order for people to follow your lead, you must be healed and whole which means confronting your shadow with love.



# Listen

18

Active listening is a non-negotiable for high impact leaders. As you maneuver the world you must be able to fully receive the signals along your path and that requires practice. Active listening helps prevent misunderstandings, and when conflicts do arise, it provides a foundation for resolution by ensuring all perspectives are considered.



Excellence in decision-making and relationships requires a thorough understanding of the context. Active listening ensures that you have a complete picture of the situation, leading to better-informed and well-thought-out decisions but HOW do you practice listening... ?? There are many ways to do this but my favorite is with nature, silence and sound healing instruments.

You have probably never taken the time to detoxify the auditory experience in your life. Have you ever considered how much low frequency noise your brain has to filter out? Over time you simply get desensitized to sounds. The kind of content, news music, and other sounds you receive matter, a lot! Every single sound carries a frequency that informs your bio field and physical health.

I recommend that you take the time to audit what you listen to and prioritize sitting in silence, listening to nature and healing frequencies such as 528hz, binaural beats and sound baths. As your ears and brain begin to attune to higher frequencies you will naturally become a more sensitive listener.

# Communicate

19

Effective leaders communicate BOTH what is on their mind and on their heart with full integrity. There is no disconnect between what they think and how they feel. They use their voice as a bridge between their head and their heart with conscious awareness that their words cast spells. True leaders speak only words of life, positivity and appreciation. This is a result of doing the work of the other practices listed in this book.



The more intentional you become with your word,  
the more powerful it becomes.

The more clearly you know yourself, the more  
intentional you can be with everything you do.

Practice and all is coming.

# Learn

20

**Hunger for knowledge. Never ever lose curiosity for learning new things. If you are not continuously evolving then you are dying.**

Make it a priority to study unfamiliar topics. Find things to explore in the field of biology, neuroscience, physics, mathematics, artificial intelligence, finance, cryptocurrency etc.

Listen to audio books, go to conferences, listen to podcasts, read physical books and most importantly ask questions.

Ask why and ask how and never ever stop seeking knowledge. There is always more to learn and always conflicting information. As you explore new topics use your God given discernment to feel into what is true for you.





# Embodiment

Successful leadership is the embodiment of the 20 non-negotiables in this book and the determination to maintain the utmost standards of excellence in all that you do. If you achieve mastery over these practices you will naturally influence and inspire others whether you seek to or not. These practices will raise your frequency and vitality in such a way that it will magnetize others to you. Your auric field will be a naturally healing and safe place for others. People will admire your discipline, your focus, heart centered awareness and honesty.



It is not easy to maintain consistency on a daily basis but the results of living a life of excellence are immensely rewarding. You will feel better in your body, have more energy, experience more peace and live a joyful and purposeful life of meaning and impact.

There will be challenges, there will be ups and downs but I challenge you to **SHOW UP LIKE GOD SENT YOU.**

If you want to go deeper into shadow work and intentional future self design ... order a copy of my workbook "["Transcending Limits" HERE!](#)