



## CEO Health Mastery

Interview with MacKay CEO Forums member [Tim Irvine](#), President & Founder, [Totem Life Science](#)  
*Totum - [the whole] in latin, singular nominative form of totus [whole, complete]*  
*Totum is committed to helping clients improve their lives through a team-oriented approach with their rehabilitation and fitness professionals. Their belief is that a multidisciplinary approach will produce optimal results. Their approach is not typical as their fitness and rehabilitation components overlap, thereby improving the quality of both.*

### **Why is a vision for health and wellness so critical to CEO success?**

In my 25 years in the health and fitness world, I have never met someone who was not interested in improving their physical or mental state. Literally 100% of people want to change something for the better, and many want to change substantially. On the other end of the spectrum, a very small percentage of the population plan properly to create successful change. Improving physical health has many direct benefits to one's ability to use their brain more effectively. You are literally smarter when you take better care of yourself. For any CEO this correlates directly with their ability to be more effective at what they do, thereby increasing their levels of success at work. Examples of the benefits for CEO's include better decision making, more energy, more effective relationships and greater longevity. More and more professional athletes are playing at higher levels for longer because they invest in themselves. CEO's need to take the same approach to ensure they can remain at a high level for the long haul.

### **What is a lifestyle BHAG?**

I believe, as part of a long term lifestyle vision, that each person should have a lifestyle BHAG, committing themselves to the continued pursuit of an audacious physical or health related goal. I recognize audacious is in the eye of the beholder as what is challenging will be different for each person. It may be climbing Mt. Everest or eliminating high blood pressure once and for all. The benefit of a lifestyle BHAG is it helps to outline a long term approach to health and wellness. It also provides accountability as one works through positive change. There is also the amazing feeling of having accomplished what, at one time, seemed impossible. A simple strategy is to provide a clear finish to the statement, "A lifestyle dream of mine would be to...."

### **How can CEOs develop the motivation to achieve their health and wellness goals?**

CEO's are expert planners. You cannot achieve CEO levels without having planned well along the way. Without question the most important part of achieving lifestyle success is to plan. Channel those business skills into one's personal life and create a clear, inspiring plan of what life outside the office looks like. The victories that come as you work your way through that plan feed into the motivation. The long term approach allows slow and steady change that eventually just becomes part of who you are.

### **What is your favourite book pick on this topic?**

There are many great books on this topic, but if I had to pick my favorite, I would go with [Younger Next Year](#). Not only is there great, relevant content, the theme also matches my own belief in one's ability to improve physically as we get older. You may not be able to run as fast, but there are many, many ways you can improve physically that have a positive impact on your ability to enjoy your life.



## The Importance of a Compelling Vision

The term Vision has often been confused with many other terms like Mission Statement, Hedgehog Concept, the Voice and many others. A Vision may include these but not in a single statement - a Vision usually exists within the CEOs head and variations of it in the heads of the members of the leadership team, but more often than not, no two variations are exactly the same. To make it a **compelling Vision**, the CEO and the leadership team must all have the exact same Vision, allowing them all to be on the same page and rowing in the same direction.

As summarized from the book [Traction](#) by Gino Wickman, who founded the Entrepreneurial Operating System (EOS), the 5 key components for the CEO and their leadership team to define for a compelling Vision are:

1. Core values (the "who")
2. Core focus (the "what" & "why")
3. +10 Year target (the "where")
4. Marketing Strategy (the "how")
5. 3 Year Picture (the "when")

Once the CEO and the leadership team all share these components in a written format, then as they go, so goes the whole organization. As Gino Wickman paraphrases from Thomas Edison: "Vision without traction is hallucination".

Contributed by [Jonathan Mara](#), Vancouver Forum Chair with MacKay CEO Forums, Professional EOS Implementer, and Managing Director - Guardian Angel Consultants Ltd.

### CEO Health Tip



### Overcoming 6 Common Barriers to Healthy Lifestyle Change

Barriers to successful lifestyle change are deep-rooted and difficult to overcome. However, with appropriate knowledge, guidance and support, you can make healthy lifestyle modifications and look forward to impressive results.

1. **Time** - It is important to prioritize time to make room for new, healthier habits. Identify those areas that most need work and create time in your life for meaningful change.
2. **Habits** - Ripping unhealthy habits away by cold turkey is often followed by an increase in anxiety. That is why knowledge is crucial for a stress resistant approach to creating healthier habits that endure. Seek the support you need to commit to a new course of action.
3. **Consequences** - Every decision made during a busy day has a consequence. Which consequences are acceptable to you on any given day profoundly impact your ability to create and sustain change. For example, if you go to Pilates after work you'll miss your son's basketball game. If you skip take-out for a home-cooked meal, you won't get to prepare for tomorrow's meeting. So gain confidence to start putting yourself first, and be willing to accept those consequences that will actually improve your overall health and well-being.
4. **Confidence and Knowledge** - It's tough to make healthy changes when you truly don't know how. Maybe you've never been to a public gym, or used a treadmill. Maybe you don't know what type of tofu to buy or how to prepare it. Seek the help of experts to identify the most appropriate health pathway for you and gain support to put your plan into action.
5. **Adequate Support** - Strong support networks are key for any successful outcome. If there are no suitable cheer team recruits in your immediate circle then subscribe to a professional support network that is dedicated to your success.
6. **Anxiety and Depression** - If you feel hopeless and stressed out on a daily basis, the energy and commitment it takes for positive change just won't be available. Mood changes can stand in the way of making positive behavioural modifications. With expert diagnosis and medical treatment you can overcome the issues associated with anxiety and depression that inhibit your choice of a healthier lifestyle.

Contributed by Beth Donaldson, Medical Director & Family Physician, [Copeman Healthcare](#)

At MacKay CEO Forums, our vision is to populate the world with better leaders and we are currently inspiring over 650 CEOs/Executives across Canada to accelerate their performance. Our BHAG is to become the dominant player in Canada by 2017 (1000+ members) and then begin the global journey to 10,000+ members around the world.

In order to achieve our BHAG, we will continue to add new forums, but we must first identify and partner with new Forum Chairs. Please consider your network and reach out to anyone you think may be interested in this dynamic opportunity.

We are interested in partnering with Forum Chairs in: Toronto/GTA, South Western Ontario, Calgary, Edmonton, and Vancouver/Fraser Valley/Richmond/Surrey.

[Read More](#)

## Events



### Breakfast Events:



Vancouver 7am-9am

#### Game Changing Customer Experience Strategies

PANELISTS:

**Mark Friesen** Principal, Beyer Brown & Associates

**Paul Hollands** President & CEO, A&W

**Greg Quandt** Vice President, BC & YT Region, Hemmera

**Mike Trotman** President & CEO, Trotman Automotive Group

Note: this event is for CEOs only

[Email Nancy for details](#)

*Co-hosted with Results Canada*



Oakville, ON 7am-9am

#### Driving Sales in Today's Economy

PANELISTS:

**Kevin Brady** Director, NFP Canada & Founder, Advica Health

**Ray Pineda** Partner, Deloitte

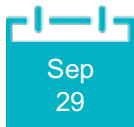
**Andy Vivian** President & Owner, Solis Foods & SunRise Warehousing Company

**Brad Walker** President, Callisto Integration Limited

Note: this event is for CEOs + Executives

[Email Nancy for details](#)

*Co-hosted with Jan Kelley Marketing*



Edmonton 7am-9am  
**Navigating Through Turbulent Economic Times**

**PANELISTS:**

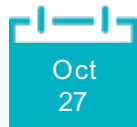
**Paul Blais** Managing Partner, REMAX Elite  
**Dean Bosch** Regional VP-Edmonton, CGI  
**Todd Guy** President & CEO, IEC Group  
**Glenise Harvey** Principal, A&H Steel Ltd.

Note: this event is for CEOs + Executives

[Email Nancy for details](#)

*Co-hosted with Results Canada*

## Save the Dates:



Calgary 7am-9am

*Co-hosted with Results Canada*



Burlington, ON 7am-9am

*Co-hosted with Mercedes-Benz Burlington*

---

## Welcome to our Newest Forum Chair

[Tara Cree](#), Vancouver - Tara is a leadership development specialist who partners with organizations to address strategic leadership issues and build leadership bench strength. She combines her PhD in Industrial/Organizational psychology with 20+ years of experience consulting in the public and private sectors to challenge CEOs and top executives to realize their full potential. Her focus is on identifying and developing leadership talent at all levels through assessment, coaching, team development, and leadership program design and facilitation.

---

## CEO & Executive Forums

Mackay CEO Forums accelerates CEO performance through the highest impact, least time-intensive peer groups for results-oriented CEOs and top executives in Canada. If you would like to explore a forum opportunity, or refer someone to us, please contact [Nancy](#).