

# Your body, your business

By Dr John Gray

Our motivation and ability to achieve success is directly influenced by our health. If our personal health is not at its best we cannot maintain the energy and enthusiasm we need to achieve our business goals. What's needed, however, will be different for each sex.

**I**n today's competitive world, it's easy to focus on many priorities at the expense of our health. Whether it is long hours at the office, stressful business dealings with clients or trying to balance family commitments, it often seems that there is never enough time for 'me'.

Making our health a top priority in conjunction with our other goals, we can create the wellbeing we need to achieve all our goals. Learning more about how our health affects our ability to achieve business success can also help us to look forward to more success and a better quality of life.

Through my research I have discovered that one of the most important aspects of making practical improvements to our health is to learn that the solutions for men and women are different.

Men and women are different in many ways; thoughts, feelings, the way we communicate and our bodies, naturally. The differences are obvious, but it's a fact often ignored by most modern diets. Just as we are different to look at, the brain chemistry in men and women is also different. Taking these differences into account is central in creating effective solutions for both men and women.

The brain is the most complicated organ in the universe and is involved in everything we do. How we think, behave, learn, feel and love is determined by what is happening in our brain. When the chemistry of the brain is in balance, then we too are in balance. This is reflected through our physical and mental state.

When your brain chemicals are balanced you enter a zone of consistent energy and wellbeing. When the principles of balancing brain chemistry to life are applied, one instantly finds that energy increases and helps us to perform better at work, plan for success and stay on track to achieve.

It takes energy and motivation to stay on track and reach our goals. If our health is not at its best then maintaining the energy and motivation needed to succeed is a constant uphill battle. If you can balance your brain chemistry, good health will follow and so will success in your business.

When planning for business success, it is important to prioritise not only your own health but also the health of your team members. If you cannot operate at your best when your health is not at its optimum neither can your team.

Health solutions for men and women are different. There is much complex science behind these differences – the key

chemicals and hormones involved in creating balanced brain chemistry in men and women differ dramatically.

Dopamine is a chemical in the brain that gives us clarity, energy and motivation. Serotonin is another brain chemical that relaxes us and gives us comfort, contentment and optimism. These important brain chemicals are neurotransmitters produced from specific amino acids contained in the proteins we eat.

Men and women process amino acids differently and the result is that men often suffer from low levels of dopamine while women often suffer from low levels of serotonin. By increasing serotonin production in women and dopamine production in men, we are more capable of creating good health that will result in improved business performance.

Diet is not the only important factor in creating healthy brain chemistry.

Exercise and the quality of our relationships, communication, work and lifestyle are also important to stimulate the production of serotonin and dopamine. Diet alone is not enough – we need our relationships and lifestyle to also stimulate the production of dopamine and serotonin.

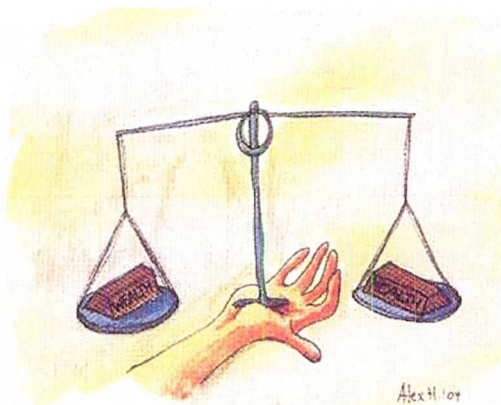
This is why our health and brain chemistry are so important to our business success – they are interconnected.

We also need to produce endorphins as these increase our sense of well-being and help us cope better with stress.

To achieve brain balance, we must balance giving and receiving, and acting and achieving in our lives. By doing our best and achieving our goals in business we are able to stimulate production of the hormones oxytocin and testosterone.

Endorphins are produced in men when testosterone levels rise and in women when oxytocin levels rise. In combination with healthy levels of dopamine and serotonin, this mixture creates just the right brain chemistry for our wellbeing.

Working in a supportive and satisfying business environment and achieving your goals is central to your health and therefore to your business success.



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