

THE FUTURE OF HEALTH | NOW 2012

Bill Phillips Transform Your Life from the Inside Out

*The following is taken from **The Future of Health Now** interview conducted by Ann Wixon with internationally recognized nutrition and fitness expert Bill Phillips.*

We have compiled the best, most valuable and easily applicable content from this amazing interview so you can begin to implement positive changes today, as you strive to live a happier and healthier life now and in the future.

Who is Bill Phillips?



I am the author of the #1 *New York Times* best seller, *Body for Life: 12 Weeks to Mental and Physical Strength*, the author of *Eating for Life*, as well as my latest book *Transformation: The Mindset You Need, The Body You Want, The Life You Deserve*.

I am the founder and former editor and chief of *Muscle Media* magazine, and the former CEO of EAS, a performance nutritional supplement company.

I have been featured on TV and in worldwide publications and have worked to develop national programs to improve the wellbeing of children.

What is Transformation?

Transformation is a whole change. It is an evolution or a shift of your whole person. It involves the mind, it involves the body. Our spiritual nature is also a part of what we teach in this model.

A lot of people come into transformation with a desire to become healthier because of weight loss. They want to feel better. They want to look better. And sometimes even their doctors have given them a warning. You got to get the cholesterol down, you got to get the weight down or your risk of heart disease, diabetes, or atherosclerosis is going to be too high.

There's more to it than losing weight. We've got to address the whole person, inside out, including the ideas, the motives, the limiting beliefs, the intentions, a person's priorities, their values.

Without those changes, anything we do to diet or lose weight is going to be temporary, because inner changes are where it's at. And those precede long term, sustainable changes on the outside.

What is Health?

- Health is a much bigger word than people give it credit for.
- It is a much bigger concept than just getting down to an ideal weight or just losing some fat for a diet for a while.
- Health should be in the forefront of what every person aspires to.
- It's a sign of the times that we go for money, we go for titles, we go for degrees and we go for statusway more than we do health in America today.
- I think that we're at the cusp of a paradigm shift and people are really going to start highly valuing health.
- When we start to highly value health as much as we value leisure in the last generation or two, we're really going to see a beautiful transformation in America.
- It's not such a struggle once you make that inner transformation and get your mind and soul really working for you.
- Dieting is a crazy ordeal. It goes against everything that the body does naturally.
- Lack of diet knowledge isn't keeping people from being healthy.
- It's a lack of doing.
- People are ready to do the work; they just need to be shown how.

The Transformation Challenge

- Transformation Challenge is the evolution of something I started way back in 1992 with MET-Rx and the Best Shape of Your Life challenge.
- If you give ordinary people a timeline and a deadline, some positive pressure and an incentive, they will really get up and engage and do things that are healthy for themselves that they might normally put off.
- It becomes urgent and it also becomes more fun.
- I've kept that model alive for 19 years now and I've utilized it in my Body for Life challenges and EAS challenges.
- It's a "co-opetition."
- We're competing against ourselves to improve and we're cooperating with others who are competing against themselves to improve.
- We have more than 100,000 people participating.

Surprising Exercise Benefits

- With a half hour of exercise every other day, people are able to resolve the standard American depression as well or better than with the popular SSRI medications.
- Exercise also has been shown to reduce a woman's risk of getting breast cancer by 30% (exercising four hours a week).
- Kids that are more fit score an average of two grades higher than the kids that are not in as good shape.
- Exercise stimulates the body to get healthier, the mind to become more focused and alive, and it also helps us live longer.
- Exercise doesn't just help us lose weight and look better, but it actually helps slow down the telomere damage and the shortening of the telomere, which people that have studied anti-aging or age management medicine know is very important.
- It burns calories, firms up your muscles.
- Activity is really the hallmark.
- I have people start with a half hour of walking every other day.
- Emotional health improves, mental focus, and memory improves.

Your Health and Your Weight

- People don't realize how toxic excess weight is.
- Excess weight contaminates and it spreads to every system in the body.
- Being overweight or obese is always fatal.
- It's a slower form of a progressive disease that, over time, is just as deadly as any form of cancer.
- It invades the body on every single level.
- It crowds out and poisons every system in the body. Vascular system, the way the organs work.
- It weighs on us and literally degenerates the knees, the hips, the tendons and ligaments, and cartilage.
- Overweight and obesity is more painful on an emotional level.
- It causes more suffering than probably anything but cancer.
- Scientific studies have shown that inactivity is just as dangerous for our health as smoking.
- If you have kids that are sitting in front of the television, playing video games – all of their spare time is screen time.
- If you let them sit there and do that, day after day after day, it's akin to basically handing them a pack of cigarettes.
- Every day that we go without doing some physical activity, we're getting one step closer to obesity, depression, type 2 diabetes, certain forms of cancer, vascular disease, and degenerative brain disease.

Exercise as Medicine

- Exercise is powerful medicine.
- Every single person can participate.
- This doesn't take a very big investment of your time...1%, 2% of the time you have available to yourself each week is a wonderful dosage.
- If you put in 2 to 4 hours of exercise a week, you're going to get back such a wonderful return.
- If we would use exercise as a front line treatment for depression, for a lot of behavioral conditions with kids like ADHD/ADD, we would see a tremendous turnaround and transformation in the health of America.
- We need doctors to get on board.
- At every visit, doctors should write a prescription for walking four times a week for 30 minutes each time.
- It's a vaccine and it's a cure for so many conditions.

Proper Nutrition

- A lot of people don't eat as clean as they should. They don't eat as consciously as they should, and they try to make up for it with extra exercise.
- You can't get that formula to work unless you give your best to each one.
- It's a one-two punch: exercise and nutrition.
- With nutrition, I teach the Right FACTs:
 - The right foods,
 - The right amounts,
 - The right combinations, and
 - The right times.
- You need to learn what are the right foods for you to be eating, protein, carbohydrates, and essential fatty acids. You know, water is an essential nutrient. Phytonutrients, whole grains. We want to fill our kitchen, fill our menu, with these foods.
- The right amount is a big issue. If you're eating the right foods and still eating too much, you can still suffer from calorie toxicity.
- Calorie toxicity is resolved when we learn the right portions, the right amount to eat.
- The right combinations means balancing nutrition.
- Balancing protein, carbohydrate, and essential fatty acid intake with each meal.
- It's really important for healthy blood sugar maintenance to balance protein and healthy carbohydrates in each meal.
- Eating at the right time is just as important as any other piece of our plate right here.
- We find that when we eat 4, 5, 6 times a day every 3 hours or thereabouts, appetite is managed better. Indigestion goes down, and you can manage cravings.
- Cravings for quantity of food, for salt, for temperature, for the mouth feel of fat, for sugar. All of these things that the brain is going to crave.

Healthy Spaces Makeover

Get in your kitchen, the pantry, and the refrigerator. Open up all the cupboards, the freezer, everything. Open up everything and take pictures. It brings so much awareness.

Next, determine if the food is good for you or not. A simple A-list or B-list. Clean out the bad stuff. The food you know is toxic. The hard foods. They're the addictive foods. They're the low nutrient, high calorie foods.

We've just got to give ourselves the opportunity. It's hard to do the right thing in the wrong environment. Clean up your environment, give yourself a chance to succeed. Set the table for success instead of setting yourself up for failure.

When we're establishing healthy patterns, a new healthy way for us to live, we have to organize the space we're in. We have to organize our thoughts. We have to organize what we're doing. And planning and preparing and getting clear is so important on this process.

It's the clutter all over their life that gets in the way. We've got to make room for these healthy changes. We've got to make room for our new healthy self to come through.

Benefit of Support

There's a tremendous difference between people who have good information on exercise and nutrition, how to establish a positive mindset, set goals and achieve it and a group that has the same information that is connected to other people like-minded people with similar intentions. The people with the support and the connection do twice as well.

When people have the opportunity to connect to one another for support and encouragement and accountability, their results double. When you go through something like this, don't try to go it alone. You're going to get better results faster by connecting with others.

Online support groups are very effective. There's an advantage to meeting in person, you know, the social interaction, it has tremendous benefits on brain chemistry and lifting serotonin levels. But there are tremendous advantages to meeting online also, because participation in support group activity goes up 50% because of the accessibility.

Fitness Shakes and Energy Bars

- Shakes and bars can take the guesswork out of at least a couple meals during your day.
- Choose one that's intelligently built with protein, vitamins, minerals, high nutrients, and low calories.
- I'm a fan of the nutrition shakes more than the bars because of the nutrient quality.
- The right portions and you can be eating them at the right time.

- There's a Harvard study that found that over a 10-year period, a group of people who utilized 2 nutrition shakes a day as meal replacements were 33 pounds lighter than a group that didn't.
- Our problem with nutrition in this country is twofold. Our calories are too high, and our nutrients are too low.
- We have calorie toxicity, nutrient deficiency.
- Nutrition shakes and some bars that are really made with good quality resolve that.
- Need to watch out for the wolves in sheep's clothing.
- A lot of the nutrition bars that are sold as healthy are just candy bars with different packaging. The fat is high, the sugar is high, and the nutrients really are not there.
- Look for a balance of protein and carbohydrates.
- Should have at least 10, 15 grams of good quality protein.
- About 150 to 280 calories per bar.

Personal Mission Statements

- For us to really make the shift to living a healthy life, we have to understand where it is in our values and where it is in our priorities.
- A personal mission statement, or a statement of lifetime intentions, says this is what is important to me.
- Change yourself, transform yourself, and you'll transform the world.
- When do we take time to say, at the end of the day, this is what it's all about.
- It's living a healthy life, living an honorable life, living a smart and compassionate life, and making a difference in the lives of others.
- When you align yourself with those things, you start to make decisions that are consistent and aligned with that.
- Most people say they would tremendously regret not taking care of their health.
- Don't talk about the change. Be it.
- You've got to begin by looking inside at your values.
- Are you living consistently with your values? Are your priorities in the right place? Do you need to change your priorities?
- Once you change those priorities, then if being healthy is important to you, you're going to be healthy.
- But until you really look at those priorities, it's hard for anybody to get you consistently motivated or inspired to stick with it.
- The old lifestyle, the old patterns, they grab you and pull you back.

What is "The Void?"

- The void is a psychological trap.
- It comes about when we try to do something with our health that is measured against the standard of perfection or idealism.

- You have to measure your success by what you have accomplished instead of by what you haven't.
- The psychological trap of the void is if you compare your improvements to something that's unrealistic or that's aligned with perfection.
- We measure our progress, not perfection.
- The more you focus on how well you're doing, on the success you're having, the more you focus on the success you're having, the better it goes.

Transformation 18 Steps

- The steps are meant to be followed one per week.
- **Step 1: Answer two questions: where am I starting from and where am I going?** The base and the summit. You need to get clear about where you are and where you are going.
 - Do *abefore* picture. Put a photo down and write around that. Tell me the emotions you feel when you look at this picture. What are the thoughts? What are the emotions? What are the aspirations? What are the dreams? What are your strengths and what are your weaknesses?
- **Step 2: Get moving.** At least do a brisk, 30-minute walk every other day.
- **Step 3: Nutrition.** The right food, the right amounts, the right combinations, the right times.
- **Step 4: Community connection.**
- **Step 5: Lifetime intentions.** Get your priorities in place. Start living in a way that's consistent with your values.
- **Step 6: Healthy spaces makeover.**
- **Step 7: Progress, not perfection.**
- **Step 8: Forgiveness.** So many people have carried the toxicity of a resentment, bitterness, and anger with them for so many years. Studies show that when people go through the emphatic process of processing resentment and letting it go and forgiving, their health tremendously improves.
- **Step 9: Accept responsibility.**
- **Step 10: Create a positive mindset.** Envision your future success.
- **Step 11: Release concealment.** Let go of guilt.
- **Step 12: Make it right.** Resolve conflicts.
- **Step 13: Laugh.** Laughter is incredible medicine.
- **Steps 14 and 15: Mind and meditation.** Even 10 minutes of meditation a day can help you lose weight.
- **Step 16: Be grateful.**
- **Step 17: Make a difference.** Volunteer. Be a difference maker.
- **Step 18: Reflect.** Gain awareness.

Asking the Right Questions

- One of the most important things to change our mindset is to be constantly asking ourselves the right questions.
- The right answers come from the right questions.
- Is this how I truly want to feel?
- Is this how I truly want to look?
- Am I living in a way that I truly want to be living?
- Do I need to change the habits and patterns that are making up my life?
- Is this making me healthier?
- Is this helping me look and feel better?
- Is this helping me live longer?
- Is this helping me?
- If I continue in this direction, am I going to be healthier or not?
- If I continue on the direction I'm going, is my life going to get better or not?
- If I continue on in this direction and don't make a change, where is this path going to lead me a year from now? Three years from now? Ten years from now?
- People know the answers to those questions, and when they ask them, they get wisdom.
- If they ask that question and gently contemplate the answer, it will come to them.
- A wonderful energy starts to transform your body and life from the inside out.

Success Stories

- Shane Anderson went from 338 pounds to 222 pounds. He took two 18-week programs to do this and he's sustaining that.
- Clarissa Lupton lost 53 pounds.
- You can see it not just in their bodies, but in the eyes, the smile.
- These people are making real changes on the outside and they're sustaining it because the key is making real changes on the inside.

Final Thoughts

- People have the opportunity and the power to change their life.
- There's so many right ways to change your health and to remake your life.
- Get involved, get committed, and just follow through with it.
- The most important thing is don't let that limiting belief, that stubborn misperception that "I can't" enter your mind when you decide you're going to get healthier.
- You can, you can, you can.

Resources

- Jonny Bowden interview
- Tim Ferriss interview
- Daphne Oz interview

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