



# EVOLVING HEALTH

Maximize Your Energy  
Using the Wisdom  
of Science and  
Divine Design

RUBEN J GUZMAN, MPH

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*Dedicated to all the pioneers who came before me  
that share my commitment to ending chronic disease  
on the face of the planet.*

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And, I thank God for everything. Thank you God, thank you God, thank you God!

## FORWARD

John Early, Entrepreneur, Board member at Christ Unity Church, Sacramento:

“I applaud you for being here and I want you to know about Ruben’s work. Back in September 2009, I decided to do this program because I didn’t like the way I looked. I didn’t like the way I felt. I didn’t like the way my clothes fit on me and a bunch of other things. So, what I did was I made a goal to look like Ruben, and I told him that I wanted to look like him! The other thing I discovered was that I had the goal, but I also needed to have the commitment. Because if you don’t have the commitment, forget it! I’m a pretty blunt person on this kind of stuff. This has to be a fun thing for you. So, if it’s not going to be fun for you, don’t do it, because you won’t. If you want to change how you look and how you feel - and it’s different for everybody - then get on the program, read the books, get the

right food and commit to yourself and just do it. I went out the very next day and got rid of all the food I had just purchased two days before. And the next day after that, I came to him and said there's one food item that I don't want to throw away, I just want to go through and use it. So he looked at me, and he said, "What's your goal, and what are you committed to?" And that's all it took! I got rid of it! So, I encourage everyone to really take this into your heart. And, if you're thinking about it from your head, forget it. Just get up and walk out now. This is life-changing for me and for anybody else who wants to do this. You will not find another program like this. There are other programs that help you to lose weight for instance, but those programs don't take into consideration how your mind works, how we sabotage ourselves, the food that we consume, where it comes from, how it works in your body or any of those considerations. And, this is important. So now, my pants don't fit me anymore, and if I didn't have my belt on they would fall down. I'm not done losing weight. I'm not done reducing or eliminating. So, listen. Listen. Do this program!"

## MY STORY

In 1981 I had a couple of experiences that would help establish a foundation for my path in health and fitness. I was a pathologist's assistant, working at Los Robles Regional Medical Center in Thousand Oaks, in Southern California. I had graduated from college the year before, was busy working and also was preparing to enter medical school.

A couple of weeks after I had recovered from a bout of mononucleosis, I began noticing that I was having a pattern of great gastrointestinal difficulty with mild diarrhea every morning, but only in the morning. I had no other symptoms such as fever or anything else, but I was beginning to get a little tired of the inconvenience and discomfort. So, after a couple of weeks of this difficulty, I asked Doctor Glover, the senior pathologist, if he could help me understand my problem. He asked me several questions which seemed inconsequential. But then, he started asking me about what I ate. I explained

what I ate for breakfast, and he nodded and said “ahmm.” Then I explained what I usually ate for lunch, and he nodded and said “ahmm.” I explained what I usually ate for dinner, and he nodded and said “ahmm.” Then he asked me if there was anything else...to which I replied that I usually had a bowl of ice cream before retiring for the evening. In response, he raised his eyebrows and said “aha!” He then proceeded to explain to me that I was probably lactose intolerant and that I should eliminate the ice cream from my diet. “Not my ice cream!” I rebelled. So, reluctantly, I complied. But then I noticed that my symptoms also disappeared! And so began my education in nutrition – with a direct appreciation of the relationship between nutrition and health.

One of the duties of my job was assisting in performing autopsies. I realize it may not sound so glamorous or appealing, but I assure you it was an absolutely powerful education. I learned so much about HOW people live since the evidence is quite apparent when they die. One case will remain indelibly etched in my mind. It was the autopsy of a woman in her mid-seventies. She had come to the hospital and died very soon thereafter. What was so unusual about this woman was the condition of her body. She appeared completely healthy – very different from the usual cases. As we began to evaluate her internal organs, we were surprised even further. Her internal organs were as pristine as those of a newborn child! Doctor Glover had never seen such a case. It was truly an amazing sight. It was discovered that the woman’s death was caused by

a very rare undiagnosed heart defect that in most cases would rarely allow those who had this defect to live past the age of twenty. Why, then, was this woman able to live far beyond the norm? How had she beat the odds? We later discovered that she was a Seventh Day Adventist, one of the longest living groups of people on the planet. The answer seemed to be in HOW she lived – walking five miles a day, eating a vegetarian diet, and taking great care of her body. And so began my education in health and fitness – seeing a powerful example of how to beat the odds.

Another key observation I made from all the autopsies was as a result of a “special” responsibility I had as part of my duties. I know this may sound a little gross, but one of my responsibilities was to dissect the entire gastrointestinal tract and prepare it for the pathologist to examine and take sections for histologic (microscopic) examination, which we did of every organ. Why was this gross, you ask? Well, I basically had to take the entire length of the intestinal tract – 14 to 17 feet – put it in a wash basin, and under running water, I would split open the entire tract and clean it out by hand. Since most of the autopsies were on people who had died of some chronic illness, I noticed something in common with nearly all of them. They nearly all had intestinal tracts that looked, felt and smelled very different from the woman who was a Seventh Day Adventist. These people had intestinal tracts that had much thinner muscular walls. The internal lining was often slimy and mucoid, and lacked much of the folds (rugae) of a

healthy tract. It was usually sticky and difficult to clean out. Much of the chyme (food in the digestive tract) that consisted of meat was undigested, since meat doesn't really break down in the intestinal tract – it just putrifies. Therefore, the smell was awful. If you weren't ready for it, the smell would easily make you throw up. All these cases were very different from that of the Seventh Day Adventist. Her intestinal tract had thick, healthy muscular walls. The lining had all the folds of a healthy tract and the contents cleaned out very easily. And, the smell was almost insignificant, comparatively speaking. I truly got to see first hand that we are what we eat, and the evidence was clear in the end.

But it wasn't enough for me to just know how to eat and keep the body healthy and fit. I would have to go through the experience of having to regain health and fitness... for myself. In October 1990 I ruptured my Achilles tendon while engaged in my favorite activity – playing basketball. After the surgery, my physician told me that I should hang up the shoes and that I would never be able to play basketball again without risk of rupturing the tendon again. Of course, I believed him, and thus began an incredible state of depression. For me, not being able to play basketball was depriving me of an important part of my life. For the next four years, I put my head in the toilet and my eating habits went out the window. Before I realized it, I had gained over fifty pounds! Then the day of reckoning happened. I looked at myself in the mirror and said “ENOUGH!!!” I had made a solemn promise to myself a long

time before that I would never let myself get overweight like my father had done. Now it was time to re-commit to that promise. And so, I took action. I knew what to do, but knowing makes no difference – I just had to do it. Well, after about a year, I completely lost all the fat and weighed the same that I had when I was a senior in high school, on the basketball and swimming teams. By the way, I now play basketball!

My three years of education in medical school at U.C. Davis were incredibly valuable. I learned so much about the anatomy, physiology, biochemistry and pathology of the body. I also learned that most chronic disease is totally preventable, and that I really did not want to treat sick people with pharmaceutical drugs. My independent research led me to then pursue a Master's degree in Public Health at U.C.L.A., specializing in Behavioral Sciences and Health Education/Promotion. Then, after working nearly ten years in healthcare administration, I took a break from the corporate setting and lost my weight. I then worked for several years as a clinical exercise specialist and personal trainer, training people to live healthier lives by strengthening their bodies and improving their nutrition. It was by doing this work that I came to realize that my passion is to continue to help people lead healthier and happier lives. I had conducted health education programs related to health and fitness for nearly twenty years. Now, I am committed to bringing my message to the world.

What I have to share with you in these chapters is a transformational approach to attaining optimal health,

energy and vitality. I have compiled information that I not only believe, but have also tested... not only on myself, but with countless clients and seminar participants who have embraced my instruction. However, I encourage you NOT to believe everything you hear or read. God knows, there is a tremendous amount of misinformation out there, and a lot of it has to do with just one thing - your money. I invite you to consider what I have to present with a completely open mind. Some of this you may quite readily agree with. Other things will be questionable to you. Yet some things will seem quite revolutionary. Just stay open-minded and consider that this information has already proven itself many times. And maybe, some of it may work for you. So relax, and enjoy the journey. And, thank you for letting me share my ideas with you.

Ruben J. Guzman, M.P.H.

## PREFACE

This book is not for those who are hopeful for yet another possible solution to an unending string of failures to lose weight or get healthy. This book is not for those who are still undecided as to whether or not they can commit to making the lifestyle changes that are needed to turn their health around. This book is not for those who are interested in “trying” yet another option.

In the words of Yoda – “There is no try. There is only do.”

This book is for those of you who are clear that “This is it! No more!” No longer will you accept defeat. No longer will you accept failure. No longer will you be a victim of what you can’t even figure out.

This book is for those who are ready to evolve to a higher level, a higher vibration – a higher lifestyle. This is for those ready to commit to making a profound and lasting difference in their lives, not just a little bit better. This book is for those

who recognize that there is a higher power that they need to tap into and they just don't know how to do it. This book is for those who are ready to turn their lives around in a whole new direction, no matter how scary the proposition may seem. If you're ready to commit, then this is the book for you. "For the moment one definitely commits oneself, then Providence moves also."

If you are unwilling to commit, and I mean 100% commit, then don't read this book. Pass this up for now and come back to it when you are ready. But, if you are ready, then buckle up and hold on tight. Get ready to go for a ride that will forever alter the way you live your life, your health, your energy, your vitality – everything.

Don't say I didn't warn you! Now, let's go!

## INTRODUCTION

Let's get started. We have a lot to cover. I just want to start by saying welcome to you. Welcome and thank you. I want to also by say that I acknowledge you. You inspire me - just so you know. You inspire me because I know it takes courage to take on transforming your health - transforming your body. It takes courage to do that. You could be doing something different right now, couldn't you? Easily! But you're here, and that's out of your commitment to yourself, your health, your vitality. And there's even a ripple effect to that, because there is a commitment to your family - there is a commitment to your work – there is a commitment to your passions – there's a commitment to your communities. You being on this planet... I mean it's part of one of the things about John that really inspired me is that he realized for himself, that he has a profound mission of what he needs to be able to do while he is on this planet. He wants to be able to live long enough to fulfill

his mission. He was realizing he was going to a place where he wasn't going to be able to have enough years. Now he sees a whole different possibility. Pretty powerful! So I acknowledge you for being here. This is a courageous journey. This is not for the timid or the weak of heart - just to warn you right now. You are going to be involved in doing some very in-depth stuff - some powerful things that will really make a profound and lasting difference. You'll be challenged. You will! There will be this little monkey...



Now, we've all heard of Jiminy Cricket, the little guy who represented a guiding positive consciousness to Pinocchio. Well, we've also got a little monkey, otherwise known as the monkey mind. It sits right here (on your shoulder), and it will say all kinds of things. This little monkey can be rather mischievous and cause all kinds of havoc. "Well, maybe... but I'm not sure about this." "No, that doesn't sound right." "No, I can't possibly do that!" You'll have all of those three sets of conversations going on. We'll just have to deal with the monkey mind. So, I'm going to leave this monkey here to

remind you. Anytime you have a conversation going on inside your head and your little monkey is saying, “What are you asking me to do?” Recognizing that it’s just the little monkey can help you.

Take a moment and write down right now what you most want to get from being in this program. This may change over time. You may want to get even more. I want you to be aware of what you most want to get out of being in this program starting now.

What I want most by participating in this program is:

In the early 80’s, I became an avid follower of Dr. Denis Waitley’s methods for studying and producing winning results. Dr. Waitley has his doctorate in Behavioral Psychology, and among many notable accomplishments, was twice the behavioral psychologist for the U.S. Olympic Team. Every athlete that worked with Dr. Waitley attained an Olympic medal. And, all of the U.S. medal winners had worked with Dr. Waitley. He was the master of creating breakthroughs in performance! As a swimming coach of high-level athletes, I learned from Dr. Waitley many facets of empowering athletes to creating breakthroughs in performance. Over the years,

I have learned to incorporate many of these “performance breakthrough” insights in working with my athletes, in my work experience and with my clients.

This program is structured into three major parts. The first part is the first three chapters, which are about dealing with what’s in between our two ears. We will deal with addressing the mindset, the thinking, and attitudes that will actually make a difference in creating a breakthrough in your health, energy, and vitality. If we don’t address this, any action that we take will be on top of that subconscious wiring, and we end up sabotaging ourselves over and over and over again. Are you familiar with that tale? We’re going to end that. We’re going to really work in-depth.

The first chapter is creating breakthroughs, establishing the foundation for optimal health and vitality. We’re going to look at what’s at the source of creating a breakthrough and understanding how we sabotage ourselves.

The second chapter will deal with the overall context of the conversation that is pervasive in our culture today. We’ll look at the context of scarcity and we’ll completely transform that into a conversation for sufficiency – a powerful conversation that we’ll have.

The third chapter is really in-depth. You’ll get the chance to look at your own personal individual blueprint that you created - not consciously – but that you created nonetheless, based on your experiences of what you heard, what you saw, and what you experienced. As a result of this process, you’ll

get an opportunity to actually create a new blueprint - a new foundation for creating your life in a whole new powerful way. You'll be able to create greater health with a whole different level of consciousness.

Then we move into the next seven chapters. These chapters are going to deal with understanding the way our bodies work and the actions and behaviors for greater health. Now, these are all based on solid science. There's no gimmicks, no fads, no blue pills, no magic powder. It's none of that. It's all very solid stuff.

We'll delve into the overall design of the human body in chapter four. The fifth chapter will deal with effective fat reduction for a lifetime. It's called Beyond Dieting. In the sixth chapter we focus on one subject – nutrition - and it's rather extensive. The seventh chapter will be dealing with supplementation. The eight chapter will address the importance of cardiovascular exercise. The ninth chapter will deal with strength and flexibility. In fact, I'm going to teach you how to do a total body workout in just three moves! Can you believe it? It is possible, and it will be amazing! Chapter ten will completely shift how you relate to people and the stress in your life. It's called Powerful Living. It's an amazing chapter.

Then chapter eleven will be spent on creating the new structure - a new framework for sustainability with support, structure and accountability. Because, if you don't have a structure for sustainability with support and accountability,

guess what? It's a bold, crazy, wild, amazing idea that you may try that may last a couple weeks. Then what? Then it goes back to the way was before. What we're going to do is create a new structure. And, you're going to be powerfully trained in getting related to your calendar.

I sometimes actually teach CEOs and executives time-management and being able to manage their schedule in a whole different way. We're going to apply it to your health. We're going to actually establish a strategic set of goals for your health. You'll get to do that in chapter eleven. Then you'll have a chance to go and be out in your life and see how it works.

This is not the kind of program where you read, learn, get lots of information, and then I tell you what to do and leave you hanging saying "good luck, good bye, see you later and hope it works out well for you." No! My intention is that we build a community where people learn how to support each other in a sustainable way.

# CHAPTER 1

## CREATING BREAKTHROUGHS

I'm going to start off with a few questions...

What has been a health challenge or a set of challenges that you've had?

What actions have you taken or avoided taking in regards to this particular challenge that you have been faced with - whatever that challenge is?

Also, how long has it been this way for you?

These challenges have been around for a while, haven't they? They have persisted and they've been consistent over time. You've been working at trying to resolve these problems for quite some time, haven't you? You've been doing a lot of different things or avoiding doing a lot of different things. But, there's been a pattern of actions that you have taken for quite some time, haven't you? And, you haven't gotten any really satisfying results.

Einstein is quoted as saying that "Insanity is doing the same things over and over again expecting different results." Now, I'm not going to try to practice Psychiatry here and suggest that you are clinically insane with a DSM-IV diagnosis of a psychiatric disorder. No. But what I will suggest is that we psychologically get conditioned by our patterns of thinking and patterns of behavior such that it becomes the status quo – even though we may not like it. This is the level of insanity that Einstein referred to.

This area that isn't working - we tolerate it. We put up with it. We continue going along the same path and we don't change it. Or we try, but then eventually we give up. If we continue to do what we've always done, then we'll continue to get the same results, over and over again.

In this program, we are out to stop the insanity! Stop it - like no kidding – we're going to stop it! We're really going to examine "What will it take to stop the insanity?" We have to be willing to take a radically different approach.

Einstein said "The significant problems we face cannot be

solved at the same level of thinking we were at when we created them.” Now examine this quote very carefully. What is Einstein telling us here? To try something different – absolutely. What else is he saying? Ahhh! That we created our own problems! Realize they weren’t consciously created, right? Nobody at the age of twenty says “Oh, I think I’m going to have heart disease, diabetes, gain an extra 75 pounds of weight, and I’m going to have a miserable life and have a heart attack by the time I’m 55.” Who would create that consciously? None of us, right? But does it happen? You better believe it! We created our own problems. What Einstein was telling us was that we have to recognize that we created our own problems. There was a level of thinking that we were at when we created them. It wasn’t conscious. It wasn’t intentional. It was all in the subconscious and unconscious level.

We think we are operating at the conscious level all the time. No. What determines who we are right now in the present moment - only 10% is from our conscious mind, 60% of what’s running us is from our subconscious mind, and 30% is from our unconscious mind. Interesting, isn’t it? 90% of what’s running you in any given moment - you don’t even know it’s running you. Pretty amazing isn’t it? We have to get that the significant problems we face require a different level of thinking and accepting the responsibility for the fact that we created the problem, because there was a particular level of thinking we were at when we created them. It wasn’t intentional, but we created it nonetheless. If we

accept that fact, then we have power in the matter. We now are empowered to do something about it. Instead of trying to blame the government, or McDonald's, or whoever - instead of blaming anything else, we can take responsibility.

The purpose for this chapter is to 1) empower you in shifting your thinking so that you can actually create a breakthrough in your health, energy and vitality, 2) to establish a foundation for understanding how we sabotage ourselves, and 3) the key pillars for success.

Now, let's talk about what it takes to create a breakthrough and how to access this.

## **Defining breakthrough**

Let's begin by defining a breakthrough. A breakthrough can mean lots of things – an 'aha' moment, a profound shift, a paradigm shift and other possible definitions. All of these are valid interpretations of what a breakthrough means. But, for the purposes of this conversation, let's use the metaphor of breaking through a board as in a martial arts demonstration. I'm sure you've seen that before.

Let's just say that I am holding a typical wooden board out in front of you. It's about 12 inches by 12 inches and about an inch thick. I'm going to brace myself and hold the board up for you to break with your hand. But first, I need to ask, what will be your point of focus? Where will you be focusing your attention?

If you have never broken a board before and you're like most

people, you would likely focus your attention on the center of the board. That's the most common response. However, that's what will prevent you from breaking the board.

What most of us do in life is the same thing. We focus on the barriers or problems represented by the board. We put our time and attention on the problem. We put our energy on the problem. We put our resources on the problem. And, we end up with more of... you guessed it – more of the problem! We just never get past the problem.

The secret to breaking the board is to focus our attention where? beyond the board – beyond the problem. The paradox here is that you need to know where the board is in order to focus past it. Likewise, you need to focus past the problem in order to get past the problem. Therefore, in order to achieve a breakthrough we need to focus at a whole different level than what we may be accustomed to.

We can now define a breakthrough as breaking through a resistance or a barrier giving us access to a new dimension or a new arena that was previously unseen or undiscovered. It gives us access to a new dimension – a whole different arena.

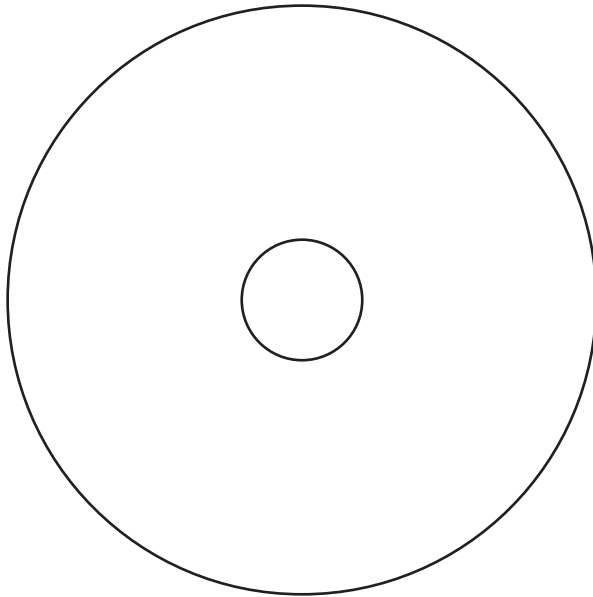
Einstein said that “Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution.”

Imagination is what leads to creativity and innovation which is where real progress is made. Yet, we tend to seek out more information and knowledge in an attempt to break

through the “board.”

For instance, we have more information, more books, more infomercials, more programs, more exercises, more pills than ever before to address weight loss. Yet, obesity and being overweight continues to rise in the United States. Clearly, more knowledge does not make a difference!

What we need to recognize is that knowledge is inherently limited – there is only so much we can acquire. Therefore, we have to tap into the domain of imagination, creativity and innovation in order to evolve into a whole new level of success. But since we can’t seem to do this on our own, how do we gain access to this domain?



## **Domain of imagination, creativity and innovation**

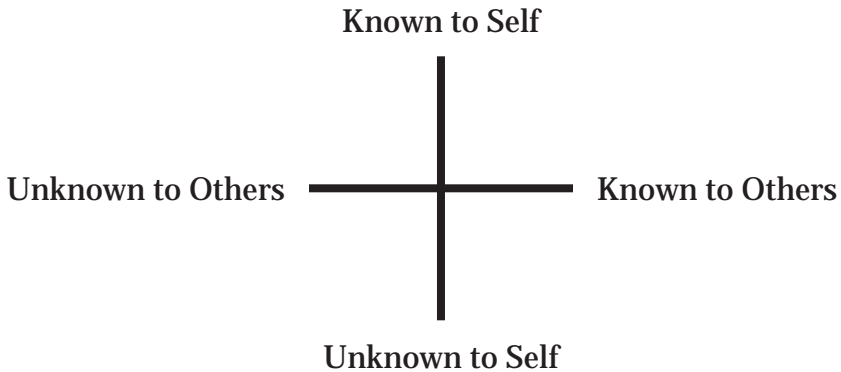
My physics teacher at St. John Bosco High School, Brother Gene Mylan, who had his Ph.D. in physics from Notre Dame University and was a Carnegie Institute researcher, drew this diagram for us in class one day.

The inner circle represents what we know, and you'll notice that it's fairly small, for our knowledge is limited. The outer circle contains what we don't know and we're generally aware of this. This area is limited as well. What Einstein was referring to was the area outside of these circles, which extends with no limits beyond the outer circle. This is the area of imagination that "embraces the entire world, stimulating progress, giving birth to evolution." This is the area for us to tap into in order for us to continually evolve.

But, how do we do that? Psychological research shows that most of us as adults have lost this innate sense of imagination, creativity and innovation that we once had as little children. As adults, this domain of imagination is generally hidden to us, and we are blind to it.

## Johari Window

For this, we'll look at something frequently used in management training called the Johari Window.



What is known to ourselves and known to others - we know it, they know it - this is public information. Everybody knows it. What's known to ourselves but unknown to others - we know it, they don't - therefore it's private. What's unknown to ourselves and unknown to others at this point, is unknowable. It's the area of discovery. But the area of interest is the area that is known to others yet is unknown to ourselves. We don't know it, but others do. This is the area of our blind spot. This is what gives us access to breakthroughs. It's being able to access what others can see that we can't see for ourselves. It's driving behind the car that is about to change lanes into somebody else's space; they're trying to change lanes into a blind spot. It gives us access, and we have to be able to get access to something that somebody else can see that we can't.

Now, I've got this little exercise. I have a single nail being balanced on the head of this nail.



However, it is possible to balance all eleven of these nails simultaneously on the head of that nail. Do you know how to do it? Either you know it or you don't. It is possible to do it. This is in the domain of what is known to others but it unknown to yourself. Using the principles of engineering, of balance and counter-balance, it is possible to balance all of these nails simultaneously on the head of this nail. Now my uncle was a professor of civil engineering at the University of Texas in Houston and he built bridges and roads. If you drive over the Golden Gate Bridge or the Bay Bridge, you will notice that the same principles are being utilized in those bridges (suspension bridges).



Now you can see that all of these nails are balanced on the head of that single nail. This is how it's done. This is an example of something that you didn't know, isn't it?

So what gives us access to a breakthrough, is what's available to others that they can see but you can't see for yourself. Simply put, it's not going to be in the domain of knowing, okay? Because there is only so much knowledge that you can cram into your cranium, right? Only so much. You can only study so much. I learned that one in medical school – there was only so much information we could take on. That was it. It was impossible to take it all on. And, it's not in the actions either. Interestingly enough, a lot of times we hear someone tell us, "oh, you just have to do this or you just have to do that", and you try it for a couple weeks and it goes right

back to the way it was before. So you'll get short term results at best. So it's not in the actions either. What has to shift is the thinking, that's first.

Therefore, what empowers us to produce a breakthrough is a willingness to be receptive to what others can see that we can't see for ourselves. As my great mentor, former UCLA Coach John Wooden said, "It is what you learn after you know it all that counts." This is what Coach Wooden defined as "being willing to be coachable."

I coached swimming for nearly 30 years. I've been a high level coach - a fanatic if you will. In fact I was so fanatical that I wrote two books on the subject of stroke technique. The first one was in 1998. The second edition is called The Swimming Drill Book. It's the only comprehensive drill book for competitive swimming in the world. It's been translated to Italian, Japanese, Portuguese, and soon to be in Spanish. Well over 55,000 copies sold already for a training book - that's pretty darn good.

### **Being coachable**

What gives us access to a breakthrough in performance of any kind, is being willing to be coachable. I remember when Summer Sanders was only thirteen years old. Now if you know swimming, you know that Olympic gold medalist, Summer Sanders, came out of the Roseville area. She swam right here in Sacramento. In 1992 she was a two-time gold medalist. Now, at thirteen, did she know everything there was to know

about being an Olympic gold medalist? Don't think so. But she became one. What gave her access? Being coachable. I happen to know her coaches, and she was extremely coachable. Mike Hastings and Richard Quick were her coaches. Phenomenal athlete. Therefore, what gives us access to breakthroughs is really being willing to be coachable. That's what's really important. We have to be willing.

What I've discovered over the years of coaching athletes and high performance people, is that there are four distinct levels of coachability.

The first level of coachability is, simply, not coachable. Now you probably know people like this. They are uncoachable because they listen to one voice only – their own. Their own little voice, that's it, they don't listen to anyone else. Right? So they listen to their own little voice, they're not listening to anybody. They're not coachable.

The second level of coachability is what's called selectively coachable. Selectively coachable means that they'll listen to the coach, and do what the coach asks them to do, when they agree with it. The rest of the time, who are they listening to? Their own little voice. That's how it works. By the way, how many of you are employers? You know this is what you have to deal with, isn't it? As a leader, a business owner, business entrepreneur, you have to deal with people knowing that their own little voice is who they're going to listen to most of the time. By the way, as human beings, this is how we operate.

We're either not coachable, or selectively coachable, at best, by default. That's how we are wired.

It takes courage to step into the third level. The third level of coachability is reluctantly coachable. Reluctantly coachable means that you'll do everything the coach asks you to do, whether you like it or not. You'll do it willingly. You still have a little voice that's saying things like, "I don't know if this is going to work", "I don't know if I can do this", "I don't know if I'm good enough", "I don't know if this person really knows what they're talking about", "I'll try it for six weeks and if it doesn't work, I'll go back to my old ways". So there's the voice of doubt. And it happens to be there when we're reluctantly coachable.

The quantum shift occurs in becoming completely coachable. That's an extremely rare level. Completely coachable means that you actually do everything the coach asks you to do. You actually empower your coach to win. Because when your coach wins, then you win too. You take the focus off of you and your little voice. You surrender the little voice.

Which level of coachability do you think it takes to actually reach the Olympic games? Completely coachable – nothing less. Have you watched the Winter or Summer Olympics? It's amazing, right? These are amazing athletes. The snowboarding alone – they're going off a half pipe and flying through the air – holy Toledo! I know how to ski, but I'm not going there. It's amazing what some of these people can do. Amazing. The ice skating, the luge – traveling at 100 miles per hour on the

ice? Are you kidding? It's incredible. It takes being completely coachable to get to that level, and nothing short of that.

I was very fortunate growing up. My father was the undefeated, two year, welterweight, Golden Gloves boxing champion in Mexico. By the way, they take their boxing very seriously in Mexico. And he was an alternate for the Olympic games. He came to this country when he was only 19. Because he was such an amazing athlete, he got the chance to learn how to play tennis from a man by the name of Poncho Segura. If you know tennis, you know that Poncho Segura was a five-time Wimbledon champion and trained more Wimbledon champions than any other coach, even to this day. He coached Jimmy Connors, he coached Poncho Gonzalez, and a whole bunch of other people. Here I am, I'm five years old, I'm going with my father to watch him play tennis, and I'm throwing tennis balls to the likes of Stan Smith, Billie Jean King, Rod Laver; I didn't know who they were! But I got to be around them. Do you think that was a different environment? Yes, pretty extraordinary.

Becoming completely coachable is not something that you can flip a switch and "there it is." It's not something where you walk in and say, "Ruben, work with me, I'm completely coachable". Nice try. It's not that easy. It is a process and it takes a lot of hard work. There's growth in the process, and there has to be a committed coach in the process as well.

## **Jon's story**

In 1993, I had a young man come and work for me as an assistant coach, his name was Jon Piland. Now, when I first met Jon he wasn't that impressive. He rolled up on his motorcycle, long blonde hair streaming out of his helmet, he'd just finished cleaning a swimming pool. He had a resume that was folded and wrinkled and handed it to me. This was a private club. I opened up the resume and I noticed something. Three years earlier, he had been a member of the national record-setting 200 meter medley relay team. And he was the breaststroker. No small feat. I got to working with him - he was great with the kids. Then I said, "Jon, you're in great shape. I have to watch you swim. Just humor me, okay?" So, I watched him swim. Now, have you ever seen the potential that somebody has? You see it, but they can't see it for themselves? You see it in the moment. Have you had that experience? Amazing, isn't it? It took me all of thirty seconds. He got done and the first thing I did was think "Thank you, God!", because as a coach I typically worked for years in developing talent. It's nice to get it in your lap once in a while. It really is. I got him out of the water and I said, "Look, you're not done yet. You're 21 years old. You're in your prime. You've got the body of a god, all right. You can do anything if you put your mind to it. But I'm clear you lost your dream along the way. What was your dream?" And what he shared with me was that his dream was to reach the Olympic trials. He knew he had it in him to get to the Olympic trials. I said, "Look, you have three years. You can

do it. But it's going to take three things. Number one, you're going to have to learn a whole new, different set of skills. That, I can teach you. Secondly, you're going to need to be willing to work harder than you've ever worked in your life. There is no substitute for industriousness and hard work. Thirdly, you're going to need to be willing to be coachable. Now, it's just a willingness to be coachable. I don't expect people to be completely coachable right off the bat. That's asking too much. But a willingness to be coachable, just being willing." Jon said yes, that he would agree to that, and I said yes, too. Then we created a sacred pact. It was sort of like the karate kid, the bandana and the sponge - it was sort of like that.

The only time that summer we could get into the pool was at 5:30 in the morning. We had an hour and a half from 5:30 until 7:00 – that was it. 5:30 in the morning! Do you know what 5:30 in the morning in a swimming pool feels like? Now here's the thing. I knew that he had three years of experience of being not coachable, so I knew he was going to be selectively coachable at best. There were some mornings I was there at 5:30 in the morning; where do you think Jon was? He was still in bed. What do you think I was doing at 5:35? That's right – calling him.

"Jon, get your butt out of bed, get down here!" Good thing he only lived a couple blocks away. Point is, I had to hold him accountable to his dream. You get what I'm saying here? Because without that accountability and support, guess where Jon would be today? Someplace else.

Audience: You were more committed to him than he was to you.

Exactly. And I told him that several times. He didn't understand it at the time – I was more committed to him than he was to himself. I had to be. I had to hold the space for his dream. In fact there were a couple times where he'd just disappear for a whole week, and I'd welcome him back. He was the like the prodigal son, I'd welcome him back every single time. Because, I knew this was going to happen. I could expect it, he's a human being.

After about a year, Jon stepped into being reluctantly coachable - the next stage. He started doing everything he needed to do. Everything. All the workouts, all the diet, all the strength training, all the flexibility. He started doing everything. But he still had the voice of doubt. "I don't know if I can do it. I don't know if I'm going to be able to make it. I don't know if this is going to work. I have such a long way to go." And he said those things all the time. It was all good. We had lots of conversations about it. And, I supported him.

Then, in 1995, he stepped into being completely coachable. It was awesome. It was a quantum shift. It was just an amazing shift. He made Nationals both times that year. And, in the spring of 1996, Jon Piland was the final person to qualify for the US Olympic trials by four-hundreths of a second. Not a whole lot of time folks. But he made it. He was there. And when he actually swam in Indianapolis he was acknowledged with a standing ovation because no one, that we knew of, had

quit the sport for three years, trained for three years, and made it to the Olympic trials.

### **Surviving vs. Thriving**

“All of life is in one of two states. Either it is surviving or it is thriving, and that’s all there is.” – Dr. Michael Kolitsky, my professor of Biological Sciences and mentor at California Lutheran University. I suggest that being completely coachable gives us access to a whole different level of thinking and believing in oneself that I call Thriving. But in order to understand Thriving, we need to contrast it to Surviving.

Psychological research shows that most of us, most of the time are surviving – living in fear. Medical research shows that chronic disease is really caused by being chronically stressed and in survival. Our bodies are at dis-ease! What this looks like is that we become attached to our wants, desires, judgments, assessments, worries, concerns, complaints, issues, cynicism, skepticism, criticism, resignation, blame, shame, guilt, etc, etc. Get the picture? It’s just such a limiting state of mind. And, it’s rather common. It’s what you get when you turn on the television. It’s what you get on all the talk shows. It’s what you get in the newspaper. It’s what you get in the magazines. It’s just all around us.

The other possible mindset is that of Thriving. In this mindset, we live what Stephen Covey calls a “principle-centered life,” based on principles such as integrity, honesty, trust, responsibility, generosity, kindness, and compassion.

How it looks is that we actually live our lives by honoring our promises, commitments and agreements. I remember that my father used to say “a man is only as good as his word.” He was a champion, and this is how champions think and act. I happen to know a few Olympians, and this is how they think and act also. And, I’ve coached and developed many champions over the years. This is an uncommon way of thinking, yet anyone can take this on. Anyone!

I got the chance to meet Jose Hernandez in 2010. From a migrant farm working family, grew up in Stockton, but because of the extraordinary way that his parents viewed him and how they trained him to view himself, he ended up becoming an astronaut for NASA and had a mission in 2008 on the space station. How is it that a poor child, born in Mexico, to migrant farm workers, ends up in the space station for NASA? Is it from the realm of the ordinary? I don’t think so. It’s from the mindset of thriving.

### **Arms exercise**

We’re going to do a little exercise. Here’s what we’re going to do. Everybody stand up. This exercise actually comes from an Olympian. Stand up, make sure you’re standing nice, straight and tall. You’re going to need to have a little wingspan so make sure you don’t hit somebody. Lift your arms up now to shoulder height. Take your right index finger and touch the tip of your nose. And back out. Left index finger, touch the tip of your nose, and back out. Very good, you’re all sober, I’m

glad to see that. Now, research shows that if you can do those actions, you can hold your arms up at shoulder height for at least two minutes.



Now, notice where your little voice went. There're two choices that you have. One is the voice of defeat which lives in the realm of survival and says, "Two minutes, are you crazy? No way I'm going to be able to do this." That's the voice of survival. The other option is the voice of thriving, or the voice of victory that says, "Okay, two minutes, I'm all right, bring it on. If Roger's doing it, I'm going to do it." So turn and face a partner. And have a conversation. Now here's the question: What would be possible if you could actually operate from the state of thriving all the time? What kind of difference could that make in your health, your energy and your vitality? Are you ready? Go!

Tic, toc, tic, toc....

Put your arms down, have a quick seat for a second. By the way, you went for two minutes and fifteen seconds. I just want to hear from a few of you. What would be possible if you could operate from the mindset of thriving? What kinds of things would be possible?

Audience members:

“Changing your life!”

“Be more positive!”

“I wouldn’t be so stressed!”

“Absolutely anything that I want!”

Yes! Absolutely anything that you want would be possible. And anything in relation to your health, your energy, your vitality would be possible. Write down what you can now see would be possible for your health, energy and vitality. Capture this moment, now!

### **3 Elements of a breakthrough**

When we look now at creating a breakthrough, we can see from this conversation that there are three elements that are necessary to create a breakthrough.

Number one, there has to be a shift in mind set, attitude and thinking. That has to happen in between our ears. That has to happen first. Second, we have to have a corresponding shift in actions and behaviors. It has to correspond. It has to match

up. We can't think one way and act differently, that's not going to work. It has to be corresponding. Now, many bright people are usually capable of accomplishing the first two steps, but it doesn't seem to stick. That's because there's another piece. Third, we've got to create a new structure for support and accountability. Without the support and accountability the shifts in mindset and behaviors wither to oblivion. They do not come into full fruition. We have to be able to sustain those new practices. That's what is required.

### **The Mechanism of Self-Sabotage**

The crux of the matter, however, is this – whether we know what to do or not, we still manage to sabotage ourselves. This is a subconscious process. It's because there are some persistent conversations that we have with ourselves. That little voice that says the same things at certain times, especially in the moment of truth. “Do I go to the gym or do I go to Baskin-Robbins? Maybe I should do both? Maybe I'll go to Baskin-Robbins first.” These are the conversations that we all have.

Go back to the challenge that we talked about in the beginning. In the moment of truth, when you're in that state of survival, when you are challenged by whatever it is that your challenge is, the one that's been there for quite some time, what is it that you are saying to yourself? This is a subconscious conversation. It's your little monkey's voice. By the way, this is not pretty.

Audience members: “I think my body will go into shock if

I stopped doing everything bad and started doing everything good to it.

It won't matter.

Just for now.

I deserve it.

I'll start tomorrow.

I'll work out more later.

I need it.

I'm tired of denying myself.

Everyone else is doing it.”

Can you relate to these? It's what we all do. Our little voice goes off. The little monkey is loose and very mischievous. In the moment of truth we have all these kinds of conversations with ourselves. It's a common process. It's how we all are as human beings. These conversations are fairly persistent – they appear over and over again. We continue to hold on to these conversations. There's a reason for this.

Consider for a moment that how we operate as human beings, even at the subconscious level, there's always “what's in it for me?” There's something that we're getting out of holding on to these conversations. There is some payoff. And it could be a whole list of payoffs. This is all a subconscious process – you would not consciously do this. If you did, you would've had it handled by now. There is a group of subconscious payoffs that your little monkey gets, and this is the nasty side of how we are as human beings. It's just how we're wired.

Here are some of the most common subconscious payoffs:

- Instant gratification, I want it and I want it now, I deserve it now.
- We get to be comfortable. We get to be lazy; we get to have it our way.
- We get to justify ourselves, we have our reasons that we feel are perfectly valid. And we invalidate anyone who says otherwise. “I deserve to have that Pepsi Cola with the double cheeseburger. I deserve it.”
- When we have our reasons, we hold on to our reasons for dear life, therefore, we get to be right. By the way, we go to war just to be right. People die just to be right. It’s amazing what we do just to be right.
- If we are in that competitive mindset, it’s all about winning. We have to win and be superior.
- If we do that, it’s all about being in control. We delude ourselves so we think we’re in control. It’s a delusion, and ultimately it’s about avoiding responsibility. We get to shirk responsibility for ourselves. “No, you made me the way that I am, it’s not me.” Therefore, we avoid responsibility and become inferior.
- As Colin Tipping, author of *Radical Forgiveness*, *Radical Manifestation*, and a few other books, wrote that the ultimate payoffs are that we get to perpetuate being a victim or a martyr. “I suffering because of my circumstances – woe is me!” Or we say, “There’s so much that I have to take care of, all these people, my

children, my family, everything else. I can't possibly take care of me. There is no time for me." And so we play the martyr. It's a very common role, and we do it as human beings.

Which of these payoffs is your little monkey getting fed by? Make a note. There's usually a pattern.

Now, what keeps these payoffs in place are three primary subconscious conversations.

**1.** "I'm not getting what I want." The little monkey is like a three year old and there is somebody or something getting in the way of what you want. Some desire is blocked.

**2.** "It shouldn't be this way." The little monkey gets attached to an expectation of how life should be. "You should do this, you should do that, they should do this, they shouldn't do that..." Basically, the little monkey "shoulds" all over you! Yet, who among us is qualified to determine how life should be for anyone else? No one! Yet, I'm sure you know plenty of people who operate as if their opinion is the supreme opinion on the planet!

**3.** "Don't say anything. It will only make it worse. It won't matter. Why bother?" The little monkey stuffs and suppresses communication as a defense mechanism. It often will hold back from communication until a certain incident will cause a volcanic eruption or until there is just a choking of communication. "Withholding and suppressing is to relationships like rat poison is to rats. It leads to a slow,

certain and painful death!” - Coach Ruben

Make note of which of these conversations you recognize for yourself. Again, there is usually a pattern.

What’s at the foundation of it all is FEAR. Fear keeps us in survival and using this mechanism of self-sabotage. There are five major fears that stop us and keep us from realizing our goals.

1. Fear of failure
2. Fear of rejection
3. Fear of success
4. Fear of the unknown
5. Fear of being uncomfortable

Make note of which of these fears you recognize for yourself. Again, there is usually a pattern.

Now, when your subconscious, your monkey mind, is operating and getting these payoffs, it’s costing you. There’s a toll, a detriment, an impact. You’re losing out. What are you losing out on? In the moment of truth, when you’re holding on to these payoffs, you’re holding on to these conversations, you’re holding on to these fears, what are you losing out on?

Good health, vitality, confidence, peace, energy, time, money, aliveness, productivity, happiness, activity, community, and lots more.

Write down what you can see for yourself that are some of the things it’s costing you. What’s it costing you when you

hold on to that little voice and the payoffs you're getting?

Nearly 30 years ago, a very dear teacher of mine, Jim Rohn said, that "for everything in life, we have one of two price tags to pay. It's either the pain of regret or the joy from discipline. That's it. And if you don't like it, you have to go to a different planet." Many of us don't know what the joy from discipline is even like because we get so caught up in the instant gratification and being comfortable and being lazy, etc. We get used to that. We get trained in that. But there is a particular joy that emerges from discipline. It emerges from the consistent practice of being in the state of thriving. It's a whole different level.

My swimmers used to come to practice and they'd ask, "Coach, can we have fun today?" And I'd say, "Your form of fun or my form of fun?" I trained them hard because I wanted them to experience the joy from discipline. The joy that comes from being committed to excellence and leads to achieving such tremendous levels of accomplishment. I'd say, "I'm training you to have an experience of joy and fun that you don't even know is available to you yet. If you work really, really hard, you'll get to qualify to go to the National Age Group Championships. We'll get to go on that trip to Monterey, we'll get to go on that trip to Phoenix, Arizona. We'll get to go on that trip to Nationals and you'll get to experience meeting people from all over the world. But if we have your kind of fun today and it's a cheap, easy fun and we don't train hard, we'll never get to those wondrous places and experience that

amazing level that most people only dream of.”

You get to choose. From this moment onward you’re going to start to hear your little monkey a little more often. This is kind of the curse of this program. You’re going to hear your little monkey and in that moment, you’re going to recognize it. A Buddhist principle is that awareness is the first step towards enlightenment. When you become aware of your little monkey, you’re empowered to start taking a different course of action. Awareness is the key, and you’ll get to choose which path you want to go on. And the choice is always yours. There’s only one thing you have to do after your born. What is it? Die. They put you in a hole, they throw dirt on your face and they have a party anyways. Everything in between is your choice. It’s always your choice. Whether you think you have a choice or not, the reality is you always have a choice. You hear people say, “Well I had no choice in the matter.” That is a bunch of hooey. Not true. You always have a choice. You may not like the consequences, you may not prefer those consequences, but you always have a choice.

### **What will it take for you to be successful?**

The first pillar of success is **integrity**. This is key. Stephen Covey, who wrote the Seven Habits of Highly Successful People, said that the ability to make promises to oneself and keep them is the foundation of living an extraordinary life. It’s being true to your word. You make a promise to yourself and you keep it. It’s the hardest thing to do because as human

beings we sabotage ourselves, we lie to ourselves all the time. It's not bad, it's just human.

The second pillar is **commitment**. Commitment is about dedication to the long term course of action. It's about action, not a resolution. It's not a wish. It's not a statement or a goal – it's about being in action. It's about starting exercise tomorrow; you put it in your planner and you actually schedule it. You get into action and you actually do it. That's commitment. Otherwise it's just a goal on a piece of paper. "Someday I'll exercise." It doesn't carry any weight. Never, ever, ever, ever, ever give up. Never give up. If you think you're not doing well, still, never give up.

The third pillar is **being coachable**. Being coachable means finding the best coach available (of course that would be me!) and completely trusting your coach. And you should probably empower yourself with many coaches. I have several, yes, even I have coaches. I am coachable. I could not be a good coach if I was not coachable myself. You need to embrace many coaches, wherever you possibly can. It's important to do that. Trust your coach, empower your coach to win, then you win too. Take the attention off of you in doing what the coach asks you to do. You'll be amazed at your results when you do it that way.

There's an old Buddhist saying, "To know and not to use is to not yet to know". Your homework is not about reading this book and just getting information. The program lives in your

life when you're not reading this book. That is the program. This time that you're reading is the huddle. The playing field is out there in your life. We come together here when you're reading. You regroup, you get centered, you figure out your strategy and you go out there and get on the field and get going.

**Your mission, should you choose to accept it:**

1. Practice giving up your excuses, justifications and complaints. Another teacher of mine is Edwene Gaines. She wrote *The Four Spiritual Laws of Prosperity*, fabulous book. Amazing. Here's the challenge. Take on being complaint free for thirty days in a row. You make so much as one complaint on day 29, you start over. Thirty days in a row. I promise it will completely alter your life. When you're in complaint mode, you're in the domain of the ordinary. You're in survival.
2. Second, practice choosing the joy of discipline. When you're in that moment of truth and you hear that little voice, you get to choose. Make the tough choice. Choose discipline, not regret. And sometimes it's a more difficult choice. Be willing to take that on for yourself.
3. Third, practice thriving. Live life based on principles, and be "as good as your word." This is a tall order. It's a practice.

Notice I say practice. There's no expectation to be perfect at all, that's not the program. The program is about being in practice. The swimmer that comes into a competitive program

at eight years of age is not going to be an Olympian in two years. There's a lot more practice that needs to happen before that's even going to possibly occur. This whole program is about being in practice.

We'll finish this chapter with a quote from Murray on commitment:

“Until one is committed, there is hesitancy, the chance to draw back. Concerning all acts of initiative and creation, there is one elementary truth, that ignorance of which kills countless ideas and splendid plans. That the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events, issues from the decision raising in ones favor all manner of unforeseen incidents and meetings and material assistance which no one could have dreamt would have come their way. Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.”

**From Healthy Lifestyle Coaching client  
Reverend Charles Cooper,  
music director, producer, song writer:**

Before I started working with Coach Ruben in April of 2010, my life was in a dark, numb, decaying place. I was in a lot of pain both physically and emotionally. I'm 50 years old, 5 foot 7 inches tall, and was at my heaviest weight of 290 (Wow! When I see that number it still freaks me out). My suit size was 52, and my waist was 48. My eating habits were fast food, sodas all day, candy, potato chips, sweet juices, cookies, and of course a real dependency on CHEESE CAKE!

Coach Ruben had gently approached me many times before, but I was not ready to hear his message. I had failed so many times in the past that I thought there was no hope for me. I thank the Universe that Ruben was patient and persistent. He knew that when the student is ready the teacher will show up! I guess you could say I was in the perfect storm of pain. I had just lost my wonderful mother, my health was declining and I had basically given up. My back was up against the wall. My choices were to live or die. I chose to LIVE!!!!!!

Some of the key lessons and insights that I have gotten from working with Coach Ruben include: It's not my fault!!!!!! And, it's never too late to change! In the past I used starvation to diet. But Coach Ruben taught me how to eat, what to eat, and when to eat. He taught me how to exercise and achieve a balance. And all this was done with core spiritual principles.

Since I started working with Coach Ruben, my whole lifestyle has changed! Before I was in a victim state of mind - now my consciousness is rooted in being victorious!!!! I now exercise 6 days a week, which consists of strength/resistance training and cardio. Additionally, I've learned and I continue to learn what to eat and how to eat!

As a result, in just 14 months, I have physically lost over 80 pounds!!! My suit size is now a 42, and my waist is 36. The side effect of losing this much weight is that I look and feel really, really

good! I still have a ways to go for me, but emotionally, I have an entirely new level of confidence and direction in my life. Mentally, I have amazing clarity. Spiritually I have a deep abiding sense of peace and purpose like never before.

My advice to those considering working with Coach Ruben: Coach Ruben is a healthy lifestyle coach, with emphasis on LIFE, because through his guidance my entire LIFE has been transformed!



Reverend Charles Cooper - January, 2010  
Before working with Coach Ruben  
Turn page to see the After photo





Reverend Charles Cooper May 23, 2011  
A new man! A new life!

## TESTIMONIALS

Before starting Ruben's program, my clothes didn't fit comfortably, my blood pressure was too high, my stamina too low, I didn't like the way my body looked in the mirror, I was concerned about my life expectancy, concerned over some physical and emotional areas that I want to be healed – and I couldn't SEE how to heal in any of those areas. I then made the decision to change. "When the student is ready, the teacher appears." That's when Ruben showed up. I discovered that I desired to be healthier more than I desired to not be. I also saw that I could release my old concerns about how long it was going to take to see/feel results – it's about the journey. My original physical goal was to have the healthy physical appearance that Ruben has (as close as I could with my body) by the end of the program. I also wanted to experience major steps forward in achieving visible/emotional/spiritual success over my concerns. My commitment was to follow the program faithfully. A goal is fine, but it also must contain the commitment, otherwise, forget the goal. The first day of class, the first actions I took were to get rid of all the foods in my home that aren't part of the program, and replaced them with

foods that are. Next, I changed my exercise routine; increased my cardio with more walks, jogging, and small weights done to dancing CD's in my living room. I have made this whole program into a PLAY DATE. This is not work or drudgery, and I focus on the fun and the end results, not on where I am right now. Some of the results:

**Physically:** Clothes are fitting looser, wearing a suit I've not been able to get into for over 6 years, body looking slimmer, people noticing and commenting (how cool is that!), stamina up in all areas, blood pressure down.

**Emotionally/Mentally:** I feel the success, the determination, THE KNOWING, the patience, the joy, the willingness without the judgments of time or looks.

**Spiritually:** In my heart I see and know that I got the message at the right time because I've got a lot of personal accomplishments and exampling to do before I'm finished on the planet in this lifetime, and I am so very thankful for the time and energy to get at it. DO THIS PROGRAM!

*- John Early, Entrepreneur*

I had quit smoking a few months before attending. However, I was eating lots of sweets, sodas, junk food to replace my nicotine habit. My wife encouraged me to participate in this program. I wasn't sure I wanted to attend. I thought I would be forced to become a vegan, and I wasn't ready for that. She explained that the class was more about healthy living. What

I discovered in the program was how to create more energy with aerobic exercise, and how to feel better by eating more vegetables and fruits. I now exercise 5 days a week! I feel better in all areas – physically, emotionally, mentally and spiritually. I also noticed that when I don't exercise regularly, I have much less energy. So, that keeps me motivated to keep exercising!

- *Harvey McDaniel, Insurance broker*

Before the program, I wasn't sure about the most efficient way to maximize my exercising, and I ate meat and dairy. I decided to participate so I could learn information for myself and my clients. What I discovered from being in the program was the most efficient exercise program, and a food ladder that I agree with and could share with my clients. I then became vegan fully for six weeks, and am staying mostly vegetarian with occasional fish, and have been regularly exercising 5 – 6 days per week! As a result, I feel clearer spiritually and have increased my energy!!

- *Brianna Mitchell, Holistic clinical hypnotherapist*

I was aware of my poor health and physical state before the program, but I was unaware of the poor nutrition I had. I decided to participate because I had overheard part of the previous program and was impressed. Some of the key things

I learned were the unfathomable lies we are told by the food and beverage world and manufacturers. Subsequently, I became a vegan and increased my physical fitness program. As a result, I have lost 15 pounds, and feel like I am honest with myself for the first time around food. I have broken my addiction to sugar and it feels great!!

– *Charlotte Parks, Licensed MFT - Therapist for Children*

My goal was to exercise more regularly and eat healthier. I ate pretty healthy already, but I was irregular in my exercise. I chose to participate in this program because I wanted to know more about being healthy and I wanted to find strategies that would help me do more of what I needed. In the program, I learned why I had a hard time exercising consistently – my old blueprint was that adult women (my mother) did not exercise – what was important was to be thin and beautiful. I also gained a greater understanding about how my body works!! Subsequently, I decided to take responsibility for my exercise. I even worked out 6 days last week! I am really committed to exercising and getting even more healthy. I also gained the perspective of “living into possibility.” As a result of being in this program, I am getting stronger physically, I feel good emotionally, I am mentally alert and spiritually connected!

- *Kathy Fong, Wellness Coach, Sutter Health*

Before the program I was confronted by lots of contradictory health and fitness information. I had experimented with lots of trial and error trying to sort things out. I decided to participate in this program because Ruben sounded like he knows what he's talking about, AND John Early vouched for him. I learned LOTS! Red Zone, eating every 3 hours, increasing mitochondria in cells through aerobic exercise, strength exercises, why are we drinking another species' milk, and especially why are adults drinking it? Glass of water in the morning, incline push-up, transformational principles reviewed, body-fat measurement. In fact, I was somewhat shocked by my percent body fat and what it should be! Subsequently, I began aerobic exercise 5-6 times a week. I quit drinking milk or using butter. I have water every morning and I do strength exercises. Because I quit dairy, I have stopped blowing my nose all the time. I have been consistently losing half to one pound of fat a week. When I went snowshoeing with my friends, I used to be in the middle or the back of the pack. Now, I'm way out in front and waiting for the others to catch up! How great is that!

*- Bob Vopacke, Retired controller, in his 60's*

I am recovering from cancer and all that it entails. Before I started this course, I was depressed, a couch potato, very weak and unbalanced. I was told by my doctor that at this age and weight, I would be stuck for the rest of my life. In Ruben's program, I learned that what I had perceived as an obstacle, truly believing it to be an impossibility – just isn't so! I have NEVER taken such a comprehensive, condensed health class that addresses ALL aspects of health – diet, exercise, stress, spirit – from a person of such great warmth, integrity, and who WALKS his talk! I learned specifics on nutrition and exercise to a whole different level. Ruben is not a “do as I say” kinda guy. He gives you the WHY of it all. He inspires you to feel joyful in the challenge and opportunity of living a life of great wellness. He is very clear and easy to follow. He uses multimedia, listening, reading, powerpoint, is very interactive... all types of learners will relate. He is an outstanding speaker and presenter! Funny, compassionate, total expert in his field, a very compelling and inspiring speaker. I now know that I will recover strength through daily exercise and a vegan lifestyle. I have given up meat and dairy. I meditate daily. I feel HOPEFUL now – dare I say CONFIDENT – that I CAN regain and improve my health following cancer. Some of my results so far are that my rosacea (which was really bad) has cleared. I have lost six pounds in six weeks. I have given up caffeine and sodas, and my urine is clear for the first time! I feel more alert and energetic than ever! This program is a MUST!!

*- Elisabeth Davis, writer*

Before I participated in this course I was unable to loose weight. I have been wanting to feel “light” for a very long time – years. I had also struggled with severe exercise-induced asthma for about ten years. As a registered nurse at Sutter, I thought I knew a lot about health and nutrition. In Ruben’s course I discovered the many “myths” about food and exercise, and learned the “truths” of how the body truly works – based on the physiology and biochemistry of our human design. Ruben’s presentation was excellent and well organized. He is clear, concise, motivational and REAL. I have now incorporated an entirely vegan food plan and have discovered exciting recipes! I plan to be more consistent with exercise, strength and cardio. As a result of being in the program, I have lost six pounds in seven weeks. I feel lighter! I have no more heartburn! I enjoy good food. And my breathing has improved substantially – I no longer have “asthma.”

*- Laraine Carver, RN for Sutter Health*

## ABOUT THE AUTHOR



Award-winning speaker, Ruben J. Guzman, M.P.H. lives as proof of what he presents. In October 1990, he ruptured his achilles while playing basketball. Subsequently, he became apathetic about his health and gained weight. In January 1995, he began his transformation. Ruben personally lost over 50 pounds of fat and has been healthy and fit ever since. But more importantly, he has empowered hundreds to do the same for themselves. Ruben has conducted programs for various organizations including the California State Capitol,

City of Sacramento, Hewlett-Packard, VSP, Intel, Yahoo, UC Davis, Kaiser and Mercy Healthcare, the Los Angeles County Sheriffs, and several departments for the State. He is also an expert speaker for Vistage International, the world's largest CEO organization, and travels extensively training executives in health, leadership and communication. Coach Ruben works with CEOs, executives and organizations empowering them to create a thriving culture with dynamic leadership. A professor at DeVry University, Ruben teaches classes in leadership, communication and psychology. He holds a Masters degree in Public Health (MPH) from UCLA specializing in Behavioral Sciences and Health Promotion, and spent three years at UC Davis Medical School. He was a professional swimming coach for 30 years. Ruben is nationally certified as a personal trainer and nutrition consultant, and has successfully coached and trained many champions in sports, business and health. His dynamic energy is both inspirational and motivating!

Coach Ruben provides keynote addresses, workshops, corporate wellness programs, healthy lifestyle coaching, business and executive coaching, thriving culture set-ups and organizational culture makeovers.

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