The cover features a white background with a blue gradient at the bottom. The title 'FLOW STATE' is written in large, bold, dark blue letters. Below it, the word 'Workbook' is written in a smaller, lighter blue font. The background includes a series of vertical blue bars of varying heights, resembling a bar chart, and a pattern of overlapping blue triangles at the bottom.

# FLOW STATE

Workbook

HAYLEY CAMPBELL  
CRAIG HYSSELL  
CHRIS COOPER

You're a different kind of athlete.

You're an entrepreneur.

Your game is your business.

Your arena is your platform: bricks and mortar, or online.

Your competition is fatigue, burnout, wasted time, and the grind.

Winning feeds your family.

Working longer is not winning.

You need a specific set of skills to win.

These skills are trainable.

You win more often when you're in peak form.

This peak form is called "Flow State".

This book will teach you how to achieve Flow State more quickly; stay in your Flow State longer; and reap the long-term benefits of focused, quality work.

You'll learn how different exercise triggers Flow State, and when. And you can follow our step-by-step 8-week sample program to get there. Or, if you have a coach, ask them to build you a personalized plan.

# The Five Fitnesses of Entrepreneurship

“Fitness” is the readiness and ability to perform your best work.

“Fitness” is commonly used to describe physical readiness and ability. However, entrepreneurs need more than physical fitness: we need to measure our “fitness” in skills like mental acuity, productivity, leadership and resilience.

**Mental acuity**—an entrepreneur needs the potential to zoom out and see the big picture; also to focus on specific details without distraction. An entrepreneur needs memory skills and cognitive dexterity to make connections.

**Productivity**—entrepreneurs need the energy to work long hours and finish on a timetable. While an employee typically fits their work into a schedule, an employer’s work is done when it’s done, and not before. An entrepreneur has a task priority; a staff member has a time priority.

**Leadership**—despite the ups and downs, an entrepreneur must embody success to motivate his team. This means modeling success, communicating in ways that inspire action, and optimizing her team’s efforts.

**Resilience**—the mental fortitude to overcome barriers and build an “anti-fragile” business. Resilient entrepreneurs can withstand pressure to protect their service, income and family.

**Physical**—a business owner must appear fit; have a constructive method for dealing with stress; create time for introspection; and be healthy enough to make good decisions. Physical fitness creates a buffer to aging and chronic disease. It improves focus and memory. Physical fitness improves confidence, which is critical to leadership and resilience.

For this reason, we place Physical Fitness at the base of the other “fitnesses”. Physical fitness improves the readiness and ability to perform at all other necessary tasks. This is the 20% that will improve 80% of everything else you do.

For example, exercise improves mental acuity through faster memory recall; by improving focus and the ability to make connections between ideas; and by removing the fog of stress.

Physical fitness increases productivity by extending endurance—while working at a job that requires movement, or just sitting still in a chair. “Large loads, long distances, faster” is the motto of many CrossFit gyms; while most entrepreneurs no longer haul concrete, the ability to sit all day without injuring your back requires strong trunk musculature.

Leadership is sometimes simply the appearance of command authority. In that sense, physical fitness is obvious. But less apparent are the physical reactions to stressful situations. When a leader is given bad news, does she slump forward and put her head in her hands; or does she maintain good posture, tilt her chin up, square her shoulders and take bad news in stride? The ability to face challenges can be forged in the gym. Likewise, when things are good, an athletic leader knows to stay grounded and humble, because they’re familiar with winning and losing.

Resilience is the hardest “fitness” to qualify, but it’s gained through exposure of “up” times and “down” times. That’s a trainable trait. So is the ability to take a long view when problems arise. And the best way to train these skills at low risk is in the gym.

In this book, you’ll learn:

- Exactly which types of exercise will help with the types of “fitness” needed by entrepreneurs;
- Exercises specific to EACH type of “fitness”, including cognitive challenges;
- How to optimize your exercises for the time you have; and
- How to not WASTE your time (hint: most “gyms” are a waste of your very, very expensive time.)

# The Flow State: Thinking Body, Dancing Mind

The “flow” state is triggered when you’re totally immersed in a task. The body moves automatically, requiring very little conscious thought. Its preoccupation with repetitive movement “frees” the mind to wander or focus.

The state of “flow” is harder to achieve while sitting still, except for those educated in mindfulness practice. But for novices (like me,) a shortcut to total mental immersion is repetitive physical work.

For many, manual labor can be the easiest path to concentration. Some enjoy running, some like repetitive movement like Tai Chi or dance. But everyone experiences the flow state: if you’ve ever thought, “I do my best thinking while I’m driving” or “I have all my best ideas in the shower,” you’ve experienced the flow state. In those cases, your body moves reflexively, leaving your brain clear to think.

To some, the state of 'busy bliss' is, literally, their heaven, after they've acknowledged the experience. Taoism, in particular, encourages “Thinking Body, Dancing Mind.” In a book by the same title, author Chungliang Al Huang writes, “Does the body, indeed, think? It does when you cease to interfere with its deep-seated intelligence, known as instinct or intuitive physical response. Does the mind dance? It does when you free it to flow with life's natural processes, when you loosen your tendency toward critical judgement and control. A dancing mind is relaxed, visionary, and open to the full range of human possibility.”

I prefer a more down-to-earth method: a big pile of dirt.

Years ago, when my business was faltering, my wife bought me a truckload of dirt. I didn't have the money to pay a builder, so I tasked myself with leveling our yard. It was hard work, done in small amounts on my rare time off. But as I worked, I considered different options for restructuring my business. As the weeks passed, I became eager to “hit the dirt” on Sunday afternoons after the gym closed. In fact, I felt guilty about spending time with the dirt pile instead of my daughter, because I was enjoying it so much!

When our son's hockey team failed to secure ice time for practices, I volunteered to enlarge the rink in our backyard. Relatives ask why I choose to shovel the dirt into place myself instead of using a tractor, which is readily available. But I consider the opportunity for physical labor a luxury; it's recreational time for my brain. The pile of pit-run gravel requires just enough focus to block out distractions. I wrote three blog posts in my head in a single hour yesterday.

How can you enter a "flow" state? Simple labor. Walking is enough for some, but if you add external load (a weighted pack) to the task, you'll have to work a bit harder physically and your mind will be free to focus. Try it: a simple mindfulness trick from a poor student.

Exercise is another path. So, too, is meditation. In this book, we'll focus on the physical pathways to mental flow.

The state of 'flow' is one in which the student or practitioner can operate their brains freely, without consideration to the movement of their body.

Mark Divine, author of "Unbeatable Mind" and "Way of the SEAL" , explained the Flow State to me this way:

"Flow comes when you have a high degree of competence that meets a slightly higher degree of challenge. When you're really striving for something that you're good at, then you tend to lock into a flow state when the challenge starts to slightly exceed your skill level. It's experienced as a manipulation of time of getting out of your thinking, rational mind and having a high degree of competence, just literally flow out of you. That's where the term 'flow' came from. We call it **unconscious competence.**"

The 'flow' state presents an interesting paradigm: on the one hand, the body must be challenged enough to be fully engaged; on the other, the task must not be TOO challenging, or the brain will be required for conscious consideration of each movement.

It's necessary for the central and peripheral nervous systems to remain alert while the brain relaxes. This is best achieved through repetitive work, simple exercise, or holding a challenging static posture with which the student is well familiar. Sitting in a posture that helps thought – as mastered by monks, Yogis, and other religious practitioners – must be practiced and physically mastered before 'flow' can be present.

Think about a newcomer attempting a headstand – an elite but fundamental move in some forms of Yoga. The newcomer would be completely unable to relax and focus,

because all their mental and physical energy would be required to find and maintain the balance necessary for the headstand. Over months and years of practice, though, the headstand is intrinsically learned to the point where it becomes innate, requiring no conscious effort, but only reflexive physical movement without thought.

Divine said, "When you're conscious of your competence, you're not in a flow state, but when you're unconscious of your competence and it's coming out of you and you're winning, you're doing the skills at a high degree of efficiency and effectiveness and you're not having to think about it, that's a flow state. In the sports world they call it being in the zone, but most people just think that this happens when the conditions are right. We have to set the conditions to be right so that we can enter the flow state at will when we need to. There's a few techniques that we teach that include different ways to use your breath and your mind, and how to have a really micro-task orientation that neck you down to the now, so to speak, that allow you to step over into the flow state when you need to."

He continued, "Let's say you are surfing a wave and you're just like, "This is amazing." You know you've got the skills, you're on the wave and you don't have to think about the wave, you don't have to think about your position on the board. Your body is just reacting and responding intuitively, naturally. That's the experience of the flow state. What that feels like is right here, right now. There's nothing else. There's no active thought of anything, but you're fully present, fully aware. It's not like you're a catatonic zombie, you actually are more present, more aware. It might be important now to point out that anytime that you are thinking, your mind is in a past or future state."

"Flow is found in present moment awareness. Right now. You're not having to linger or dwell in a future-past state."

On the other end of the spectrum, it would seem as though the act of lying completely still would be more beneficial to achieve the 'flow' state, since it requires very little activation of skeletal muscle to lie flat on one's back. However, in this case, the body isn't stimulated at all, and the central nervous system isn't required to remain alert. The body is relaxed, and so is the brain; sleep usually follows.

For flow to occur, there must be stimulation of the nervous system, even as the brain frees itself from the constraints of consciousness.

There are several tools available to restore 'flow' to yourself, your clients, or your students. The negativity has to go somewhere; it has to be replaced by positive energy, or the awareness that forward progress is being made.

Divine agrees. "There is a skill of entering the flow state that can be trained and mastered, which will allow you to enter it at will." He told me. "Then, there is the more common association or definition of flow state as being having mastered a skill and then accessing it with unconscious competence in a performance."

## Physical Exercise: What An Entrepreneur Needs

The key to powerful entrepreneurship is the maximization of your time, not the extension of your workday.

Pareto's Law applies equally to business and physical training:

80% of the effects come from 20% of the causes.

That means most time in the gym is wasted or redundant. Just as, for most entrepreneurs, 80% of the workday is spent performing repetitive tasks or putting out fires. The truly successful athletes, and the truly successful founders, focus on the 20% that will yield the greatest result.

When you choose a workout plan, keep these simple "cause-and-effect" rules in mind:

Your body performs best in a 3-days-on, 1-day-off pattern. Start there. If, like me, you require slightly more rest, shorten the number of "days on" appropriately (for example, 3-on, 1-off, 2-on, 1 off, repeat.)

Compound movements like the deadlift and squat train huge groups of muscles at once. Isolation exercises, which are primarily done on machines, take many times longer to complete and don't trigger the same metabolic or hormonal benefits.

High Intensity Interval Training (HIIT) is more effective at reducing stress and creating cardiac benefits than long, slow aerobics ("cardio".)

But you also need exercise in an easy, aerobic state to maximize focus. Don't exclude easy jogs or bike rides.



You need constant variety and “bright spots” to encourage activity. If your workout feels “routine”, you probably won’t stick with it long.

Your nutrition should be aimed at controlling your blood sugar. That means balancing the intake of proteins, carbohydrates and fats. If your blood sugar is low, you can’t think clearly. If your blood sugar is high, you’ll be distracted. Your gut has a lot of leverage on your brain.

You should have a coach. Personal training is great, and so is coached group fitness. Either way, you need someone to take an objective look at your fitness every few months; compare your results with previous metrics; and alter your training plan as necessary. You don’t have time to guess. You need a business mentor, and you need a fitness mentor.

CrossFit checks all of these boxes for me.

Nelson Dellis, four-time USA memory champion, told me “when I do CrossFit, I feel confident, I feel good, I feel healthy, which in turn makes me feel good about myself, and everything just feels more on point.”

Dellis uses CrossFit to prepare his brain for the hard hours of training he puts in. Later in this section, I’ll share some of his training tips to help entrepreneurs improve their memories. But for now, here’s my training week:

I attend a CrossFit class on Monday, Wednesday and Friday. It’s usually the same dozen people, and if someone doesn’t show up, they get a call from the others. The coach optimizes the weights and reps I do, and the skill focus forces me to concentrate on just the exercise, instead of being distracted.

I’ve been doing CrossFit for a decade, but there’s still enough novelty to keep me interested day after day.

On the weekend, I bike, ski or run a longer distance. The cumulative stress of these “extra” sessions is small: they’re not sprints.

Each quarter, my coach and I review some metrics: my body composition and my blood work. First, body composition (body fat, lean muscle, weight) gives me a gross picture of my overall fitness. But blood testing tells the real story: I can’t fake my LDL score, or wish away low testosterone. I can’t hide high cortisol levels.

Based on these results, my coach will recommend changes to my workouts (timing, frequency, duration, load) and eating.

I follow a Zone diet to regulate my blood sugar. I'm still tired by the end of the day, but I'm productive ALL day. I don't get the midafternoon dip unless my blood sugar levels are going up and down.

I'm never going to be the CrossFit guy you see on TV. That's not my goal. But CrossFit is efficient, interesting and effective.

## Cognitive Exercise: What an Entrepreneur Needs

As with physical fitness, it would be easy to get buried in options to improve cognitive fitness.

Here's what we know so far:

The chemical that enhances long-term memory storage and retrieval is called Brain-Derived Neurotrophic Factor (BDNF).

Rising BDNF lifts all boats. Memory, recall and the ability to make connections are all critical skills, and they can all be improved through moderate aerobic activity lasting around 20 minutes.

But we can't avoid intense workouts. Exercise that is intense enough to demand our full concentration is required for stress reduction. Exercise that's too easy will permit distraction; challenging exercise allows our brain to rest from the rapid task-switching that makes us feel tired.

Focus and attention are trainable. So is memory. And we can build a buffer against loss in both cases.

Novelty is as critical in physical exercise as it is in cognitive exercise. Doing a crossword puzzle every day is good; doing it twice per week, with other exercises on other days, is better.

Challenges are more effective than drills. In other words, you need some kind of scoreboard so you can measure progress.

Longer-duration repetitive tasks, in which the body performs familiar and automatic movements, will allow the mind to be more creative. This is why you have your best ideas while driving or showering. “Thinking body, dancing mind” is a common mantra in prayer rituals and slow exercise practices.

Long-term continuity is most important of all. Just as with fitness, it’s most important to just keep going.

## Focus or Hard Reset?

What do you need from your workout today?

Different types of exercise, and different levels of intensity, can deliver different results.

Our desired outcome is to optimize your workday. We want to achieve the “flow state”. But the path to optimal performance depends where you’re starting today.

If you’re:

### **Distracted, unfocused, or having trouble prioritizing:**

You need longer-duration, lower-intensity aerobic work. Take a long bike ride or jog for 30 minutes. Stick with an exercise that doesn’t require concentration so your mind can wander. If you’ve been an entrepreneur for awhile, you need to retrain your amygdala anyway, and lower-level aerobic work will do just that.

### **Feeling unmotivated, or just can’t seem to get started:**

You need a task-based exercise. You need to feel as if you’re checking things off a list, or at least completing one thing. Your exercise could be a “chipper”-style workout, where you do several reps of a few exercises until they’re completed, or it could be manual labor. Cutting the grass won’t elevate your heart rate much, but will give you some mental traction.

If you feel unmotivated AND distracted by an intrapersonal problem, though, stay away from long-duration aerobic work or manual labor, because you'll just spend another hour stewing on your big problem. In those cases, you need distraction.

### **Stressed, frazzled or frustrated:**

You need a full reset. You need exercise that demands your full attention. These workouts **MUST** be done with a coach, because you're probably using up all of your willpower reserves trying to deal with the problem. You won't push yourself hard enough, and you don't need to.

Here's where CrossFit works best for entrepreneurs: it's an hour off from thinking. Your coach will tell you exactly what to do, and the workout will demand your full attention.

There's no opportunity for your stressor to creep into your subconscious. You'll walk away with a clear mind.

You'll also get the endorphin benefits, but usually not right away.

The benefits of exercise are irreplaceable. Exercise isn't an optional tool for an entrepreneur: it's mandatory for your performance. Any exercise is better than none, but the right exercise at the right time will magnify its effects.

## **The Phases of Entrepreneurship: What Do You Need To Get Into Flow?**

As you mature as an entrepreneur, you need different strategies for your business. But you also need to grow as a leader, both in body and brain.

At TwoBrain, we break the entrepreneurial lifespan into four categories: Founder, Farmer, Tinker and Thief.

One of the crucial tools every entrepreneur needs is a fitness base. Without a tool to manage stress, buffer cortisol, create perspective and trigger-happy hormones, an entrepreneur is fighting an avoidable battle. Exercise is a shortcut to self-optimization for leaders. Nutrition helps owners enter their optimal performance state.

As a business owner, you must consider yourself a mental athlete. That means constant training and practice. But Founders, Farmers and Tinkers don't need the **SAME** practice, just as a weekend jogger doesn't require the same routine as an Olympic athlete. After over 20 years in the fitness industry, training and tracking the minds of entrepreneurs around the world, here are my recommendations for exercise and nutrition:

(Not sure if you're a Founder, a Farmer, a Tinker or a Thief? Take our test [here](#).)

## Founder Phase: Just Keep Swimming

You're hustling. You're grinding. You're doing all the things. You're spending 60 hours every week in your business. When do you have time to workout? How do you find the motivation?

The key to fitness in the Founder phase is to find one program and stick to it.

You need to minimize the decisions in your day. You need something fast. And you need to maximize the time you have.

Start simply: take walks. Copy bodybuilding routines. Go to CrossFit.com and do the workouts published for free there. Buy DVDs and schedule a time to do them. Stick to your daily routine. Do the same thing, and don't worry about perfection. Change only when your motivation to get to the gym flags.

I like CrossFit.com because the workouts hold my interest: constantly varied functional movement covers all the bases in a very short time. But your priority is simply getting exercise in at least four times every week. If you prefer dance or yoga, do those.

Prescription: 4 bouts of exercise, lasting at least 40 minutes each, every week. Mix aerobic work with strength training. Keep it simple. If you're bored, do CrossFit for novelty.

Nutrition: get off sugar. You don't have time to be tired. Sugar creates fatigue: you get a short burst of energy, and then your body secretes too much insulin, and you crash worse than before.

## Farmer Phase: Get A Coach

Farmers are focusing on profit and a higher value for their time. That often means testing, evaluating and growing through trial and error. To avoid "decision fatigue", Farmers must minimize any unnecessary decisions in their lives.

Developing financial discipline is also taxing. There are daily limits to your willpower, and that reserve can be depleted long before it's time to go to the gym. Then what happens? The gym is skipped, and the cookie cupboard beckons.

Owners in the Farmer Phase can benefit from having a fitness coach for two reasons:

First, you don't have time or bandwidth to figure out the best workout to do every day.

Second, you need an appointment to keep you on schedule. And, preferably, a neutral third party who makes you show up.

Having a personal trainer or coach who tracks your schedule and creates your workouts is a very leverageable resource. Though money might still be tight in Farmer Phase, an investment in a fitness coach can have a huge ROI. Exercise is like a physical and mental reset; if you're able to squeeze out two good hours of focused work every day without exercise, you can stretch that time to four hours with exercise. Imagine doubling your productivity every day: what's that worth? How about making decisions with a clear head and positive attitude?

The reason no one can break down the ROI on exercise is because its benefits are so far-reaching. We say it's mandatory.

Prescription:

Four bouts of exercise, as determined by a professional coach. You don't need more exercise than you did in Farmer phase, but it becomes more critical to have a coach. One of your four workouts should be outside, and one should have an aerobic focus.

Do your workouts before your "focus window" of productivity in the day.

Hire a coach (a personal trainer, or join a CrossFit group class).

Nutrition: try the Zone Diet, or work to balance macronutrients. Keep your blood sugar level at all costs. If you can't figure out the Zone, or don't know what a "macro" is, don't worry: get a nutrition coach.

## Tinker Phase: Flow State Over All

In the Tinker Phase, the entrepreneur's focus moves from building a business to building himself. Higher-level finance, operations and sales require a higher-level owner.

That means more time spent in a focused state to produce optimal work. It means more mentorship to achieve clarity. And it means a renewed focus on cognitive fitness.

Entrepreneurs in the Tinker Phase need less intensity in their workouts (they have enough cortisol, thanks) and more time in Flow State. That means a shift toward long and slow: aerobic work at 70% of max heart rate or less, and strength training sessions that are quick and don't require heavy focus.

Ironically, the need for coaching decreases in Tinker Phase, but the need for accountability rises. With so many options, a Tinker can easily waste time. So owners should focus on sticking to a specific schedule, and answering to someone who's making sure they're on track. But since a Tinker doesn't require the intensity, novelty or high-skill movement in their workouts, they don't necessarily need constant coaching.

Now, many Tinkers hire a personal trainer or go to a group class because it simplifies their life. And they can also afford more attention for the first time. That's great. Many others use their free time to get away from the office and go for a long jog or bike ride.

We teach a workout plan called Flow State. Flow State is a program that includes physical exercise, cognitive exercise and mindset practice. Our goal is simple: to reduce distraction and extend the time a Tinker spends in a state of "flow". High-skill exercise is less necessary to achieve that state. And sometimes, a short eight-minute workout is enough.

Prescription: Just enough exercise to extend and enhance your cognition. I recommend Flow State (available on our site soon!) or something similar. If you find yourself refreshed after your current workouts, stick with them. If you don't know where to start exercising, get a coach and explain your goals (you're a mental athlete, not a physical athlete.)

Nutrition: Protein at every meal, stay off the sugar, limit your alcohol intake, drink twice as much water as you want to. The Zone is effective at maintaining your blood sugar levels. If you have other specific fitness goals, like weight loss, place them behind the fitness you need as a leader. Weight loss will happen with any exercise if you control your nutrition.

## Thief Phase: Live Longer

In the Thief Phase of entrepreneurship, your goal is to establish your legacy and mentor others.

The longer you live--and the more vigor you have--the stronger your legacy will be. And the more you'll enjoy it!

Our grandfathers retired at 60 with a gold watch and a huge problem: they had nothing to do, and no sense of purpose. Some might have golfed, but many--including mine--landed in a recliner and watched game shows all day.

Most Thieves aren't young. That means they're not going to compete at a high level. But they should still compete. Thieves should regularly learn and play new sports. They should travel, and challenge themselves physically in new ways.

As a body ages, it loses mobility. Long-term immobility puts more people in nursing homes than cognitive decline does. That means you'll need help getting off the toilet while you're still sharp enough to be embarrassed about it.

Thriving entrepreneurs in the Thief Phase focus on new experiences and readiness. They train for strength and adventure, and work hard to maintain their mobility.

Prescription: book four adventures every year. Each should include the necessity of fitness: hiking Macchu Picchu, cycling a stage of the Tour de France, or even a walking tour of the Grand Canyon. Plan to move. Then work backward from that goal to determine your exercise plan.

Nutrition: practice intermittent fasting to improve glucose tolerance and Stoicism. This is not the time to "let it all go". Fast for one day every month. Begin supplementing for bone and joint health. Prioritize vegetables over everything else, but include protein at every meal.

There's a great chance you'll live to 120. Act on it.

If you're not sure where to start, call a fitness coach. Need a recommendation? I'll give you one. Email [chris@twobrainbusiness.com](mailto:chris@twobrainbusiness.com).

## Flow State: My Daily Practice

The theory of achieving Flow State is nice, but I believe in models. To get started with your own flow state practice, you can copy what I do, and then modify to optimize for yourself.

### First – Focused Flow

First, I use the writer's practice of "morning pages" to clear my mind of clutter and enter the flow state. At 4am, with no distractions around me, I can enter a state of flow without exercise.

I start my day by writing 750 words, even if they're random. At first, this can be a struggle; as my "writing fitness" improves, I feel compelled to write every morning. When I'm out of practice, I scramble to make 750; when I'm writing fit, new ideas wake me up in the morning, and I enter the flow state easily.



I set myself up for creativity by giving myself a head start. I end the day with an incomplete sentence: if I'm writing a blog post, I'll sign off without an ending. The next morning, the ability to just "fill in the gaps" is the tiny push that starts my rock rolling downhill again. I stole this idea from Ernest Hemingway.

## Second – Cognitive Training

Next, I practice memory. Simple names and faces tests, or card memorization drills fill this gap for me.

Athletes extend their endurance by exercising when their bodies are tired. I work to extend my creative windows by doing cognitive exercises at the end of a creative block.

## Third – Eat (Primarily Protein)

By 6:30am, I've usually enjoyed at least two hours of focused, productive work (and one good coffee.) But my blood sugar is dropping, and it's almost time to wake my kids for school, so I prepare breakfast.

My first meal of the day is a carefully-balanced Zone meal (equal parts carbohydrates, proteins and fats) so that I don't feel tired afterward. When this meal is small and balanced, I can re-enter my peak creative state later in the morning. When I eat too much, or don't eat protein to slow my carbohydrate absorption, I feel tired later.

## Fourth – Relationship Work

While I'm still relatively fresh, I want to do client-facing work, like answering emails or text messages. I'll often find inspiration in these emails: a topic to write about the next day, or a question to answer on YouTube later.

I also want to meet and greet my team while I still have energy, so on days when I work from my office building, I try to arrive slightly before they do. I plan quick discussions, standup meetings, and client calls before lunch, when I'm still functioning at my cognitive peak.

## Fifth – Workout

Chosen based on my need. See the “Focus or Hard Reset” section above.

## Sixth – Meal

## Seventh – Creative Window?

If I've done everything right all day, I can open another window of focus after lunch. This happens primarily after longer-duration aerobic workouts.

## Eighth – Nap

## Ninth – Family

Hemingway ended his day midsentence. I like to leave some crumbs on my plate for the next morning. That could be a blog topic as inspired by a client's question, or a short, easy to-do list left open on my laptop.

But when I'm home, my mind is refreshed because I turn off my phone. This is a challenging practice. As entrepreneurs, our amygdalas become trained to seek threats and identify problems. We're “always on”, unless we make a conscious practice of shutting off.

When I spend time with my family, and away from work, I'm refreshed the next morning. I'm eager to begin work—sometimes I literally feel like I can't wait for the 4am alarm to sound—and more productive all day.

In the next section, career coach and mentor Craig Hysell of Conviction Training lays out his sample 8-week Flow State Plan. Use this model to get you started. Sometime around week six, find a coach who can keep you going after the 8 weeks end. You can find a Flow Coach at [www.TwoBrain.com/flow](http://www.TwoBrain.com/flow) .

BrainWODs were contributed by Hayley Campbell, NMC, of IgniteGym.com. IgniteGym is an in-person cognitive training platform, and Hayley is the owner.

Welcome to the Flow State! This eight week course is designed to jump start your next level of success both inside your business and outside of it!

In his book, *Flow: The Psychology of Optimal Experience*, Dr. Mihaly Csikszentmihalyi, writes: “The best moments usually occur when a person’s body or mind is stretched to its limits in a voluntary effort to accomplish something difficult and worthwhile. Optimal experience is thus something we can *make* happen.”

In short, flow state is a choice and the path must be filled with both purpose AND difficulty. We offer you that in this program. You will find YOUR purpose (or a renewed sense of purpose) in these pages . Sometimes, the journey will be challenging. Your body will be forged into a new you if you remain disciplined with this process. It will not be easy... it cannot be if it is to be truly lasting and truly rewarding and truly life changing for both your personal life and your business life.

Your mind will also adapt positively. You will see things you did not see before; new angles, new opportunities, new gaps in the marketplace, new faults of your own and ways to adjust them, new hopes and new pathways to improve your life.

But you must do the work every day. You must MAKE the time. You must not make excuses. You must not say, “I’ll do it tomorrow.” You must not skip a day. Once you skip a day, the chain of effort will be broken. You will lose.

Do yourself a favor before you begin. Block one hour a day in your schedule for the Flow State Monday through Friday for the next 8 weeks. Let nothing interfere with this. Get up one hour earlier if you must. Good luck!

The 8-Week Flow State program is broken into three categories: Head, Heart and Hands.

Head: Cognitive training

Heart: Mindset and resilience training

Hands: tactile work.

Following the workouts, mindset training and BrainWODs, you’ll find a nice bonus: five adult coloring pages. These are also very helpful for entering “Flow State”, and becoming more popular in every bookstore.

# Week 1:

## Day 1: "Head".

Part 1: Reflect on this question and hand write your answer down on a piece of paper:  
"Why are you here?"

Why is becoming a better human being important to you at this time in your life? What do you hope to achieve with this program? What business improvements would you like to see? What improvements in your personal life would you like to see? What improvements in your body would you like to see? WHY are these answers important to you?

Part 2: Fill out your benchmark sheet. Put your answers to BOTH your benchmark sheet and your "Why are you here?" question in an envelope and seal the envelope.

### Part 3: BRAINWOD:

Take 2:00 to study the pictures on the following page.

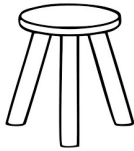
Then do 2:00 of Burpees.

Then spend a maximum on 5:00 on the memory retrieval questions following the pictures.

Record how many you recalled correctly.



1) Which of the following pieces of furniture was shown? Circle the correct answer.



2) What color was on the crayon?

- a. Red
- b. Black
- c. Purple
- d. Orange

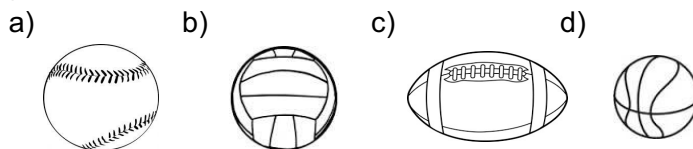
3) How many different kinds of fruit were included?

- a. 4
- b. 5
- c. 6
- d. 9

4) Which writing utensil was not included?

- a. pencil
- b. crayons
- c. pen
- d. marker

5) Which ball was not included?



6) Which award was shown:

- a. diploma
- b. trophy
- c. medal
- d. ribbon

7) What is in the top left corner?

- a) a strawberry
- b) a globe
- c) a chair
- d) a sharpener

8) How many kinds of food are shown?

- a) 4
- b) 5
- c) 8
- d) 9

9) What kind of cutting device was shown?

- b) a knife
- c) scissors
- d) a sword
- e) a saw

10) How many things could be used to write with?

- a. 4
- b. 5
- c. 3
- d. 6

11) Which fruits were in the picture?

- a. Apple, banana, orange
- b. Grapes, lemon, strawberry
- c. Grapes, orange, apple
- d. Banana, strawberry, orange

12) How many books were in the picture?

- a. 1
- b. 2
- c. 3
- d. 4

## Day 2: “Head. Heart.”

Part 1: Go for a twenty minute walk outside. Listen to this Ted Talk while you walk:  
“Why We Do What We Do”: <https://www.youtube.com/watch?v=Cpc-t-Uwv1I>

### Part 2: BRAINWOD:

Take 1:00 to study the words in the “Round 1” column. Then spend 2:00 running. Spend 1:00 trying to recall as many words as possible from the Round 1 column (write them on the back of the sheet, or another blank page). Then take a 1:00 rest and move on to the Round 2 column, repeating the time windows and run between memorizing and recalling. Play all 3 rounds. Record your score for each.

Round 1 words	Round 2 words	Round 3 words
Toast	Sink	Ghost
Horse	Computer	Water
Yellow	Page	Pole
Crow	Bread	Rainbow
Truck	Skate	Fence
Tower	Purple	Ocean
Pear	Fight	Jail
Boat	Rabbit	Sand
Closet	Jar	White
Pants	Shirt	Finger
Phone	Balloon	Scissors
Song	Gate	Movie
School	Bike	Belt
Chicken	Watch	Ring

Part 3: What are your PERSONAL values? Not your company’s values, yours. Write them down.



## Day 3: "Head. Heart. Hands."

### Part 1: BRAINWOD:

Row/Run/Bike 500m then complete the Attention test:

Complete as many number grid questions below as possible in 7:00

6	9	5	4	8	7	6	2	1	3	1	4	8	9	7
1	6	8	7	4	2	1	6	3	2	1	3	2	4	2
1	8	6	3	5	7	4	8	9	5	9	8	7	9	8
4	1	3	9	1	3	4	8	7	5	2	6	4	1	7
2	5	7	4	1	8	5	2	9	6	3	6	9	2	5
8	7	4	1	5	8	7	4	1	2	5	8	9	8	5
6	3	2	1	2	3	6	5	4	5	6	5	4	2	1
5	6	8	4	2	9	7	4	1	5	1	6	9	3	9
2	8	2	7	1	7	8	2	4	8	5	9	6	8	7
4	5	4	5	1	8	2	8	3	1	5	6	9	8	7
8	9	7	8	4	5	1	5	9	5	7	5	3	4	2
6	1	9	1	7	8	2	4	3	1	5	4	1	8	9
8	7	2	3	8	2	1	8	2	1	8	6	3	2	9
6	7	8	9	5	2	3	6	3	5	9	6	1	2	3
9	2	2	6	8	7	4	5	6	2	2	3	6	5	2

- 1.) How many 6's are in the grid? \_\_
- 2.) How many 9's are in the grid? \_\_
- 3.) How many 8's are in the grid? \_\_
- 4.) How many 3's are in the grid? \_\_
- 5.) Which number appears the most in the grid? \_\_
- 6.) Which number appears least in the grid? \_\_
- 7.) How many times does 6 immediately precede 9 horizontally in the grid? \_\_
- 8.) How many times does 6 immediately precede 9 vertically in the grid? \_\_
- 9.) How many times does 1 immediately follow 8 horizontally in the grid? \_\_
- 10.) How many times does 2 immediately precede 5 vertically in the grid? \_\_
- 11.) How many times does 4 immediately follow 7 horizontally in the grid? \_\_
- 12.) How many times does 4 immediately follow 7 vertically in the grid? \_\_

Part 2: Stretch and listen to the importance of forming a mantra that WILL change your life: “Change The Way You See Yourself”:

<https://www.youtube.com/watch?v=OxxBR46HAng>

Part 3: Physical Benchmark Test.

Max squats to a chair in 1:00/2:00 rest

Max situps or plank hold in 1:00/2:00 rest

Max pushups or pushups to a target in 1:00/2:00 rest

Max distance run/walk/row in 12:00

Write down how many reps you achieved at each station. Seal your benchmark test results in an envelope.

## Day 4. "Heart."

Part 1: Run, walk, row, bike or swim for 30:00. Practice your mantra. Over and over and over and over again. Practice your mantra.

## Day 5. "Heart. Hands."

Part 1:

As many rounds or reps as possible in 3:00 of:

3 dumbbell deadlifts

6 squats to a chair

Rest 3:00

As many rounds or reps as possible in 3:00 of:

3 dumbbell deadlifts

6 situps

Rest 3:00

As many rounds or reps as possible in 3:00 of:

3 dumbbell deadlifts

6 pushups

Day 6 and 7. Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature. Notice the people around you. Be present. Be here now.

# Week 2.

## Day 1. Head. Heart. Hands.

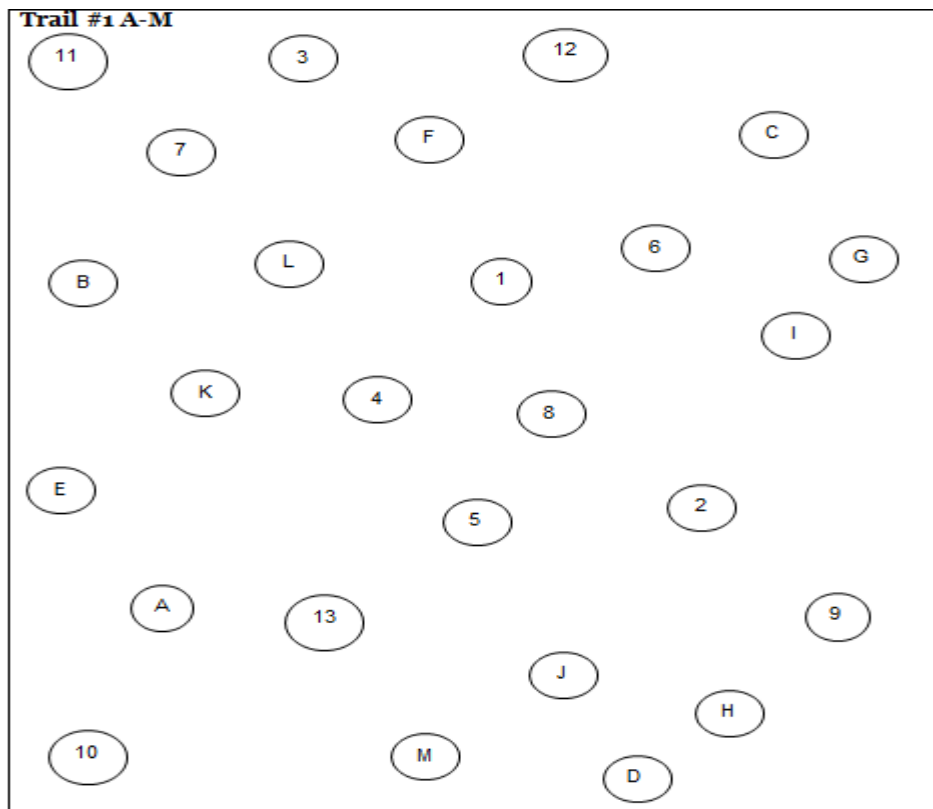
The keyring that unlocks happiness is made up of: self-awareness, acceptance, discipline, gratitude, patience and empathy. How's your keyring doing?

### Part 1: BRAINWOD

Perform:

- 1 minute of jumping jacks
- 1 minute of pushups
- 1 minute of sit ups
- 1 minute of wall squats

Complete the Alternating Attention trails as quick as possible. Connect the circles in one continuous path alternating between letters and numbers. For example A to 1 to B to 2...



Part 2: Complete as many rounds or reps as possible in 20:00 of 500m row + 12 dumbbell shoulder press,

## Day 2: Hands.

Part 1: Take 15:00 to find a technique PR deadlift. Weight is secondary to technical capacity. Enjoy!

Part 2: 5 sets not for time of: 6 dumbbell lunges (each leg) + 7 dumbbell curls (each arm) + 8 dumbbell rows (each arm). Rest as needed.

## Day 3. Hands. Head.

Reflect for a moment. What are you grateful for these days? What is causing you pain? How can you have less pain today? How can you share your gratitude today?

### Part 1: BRAINWOD:

Play 10 rounds of N-back (or as many rounds as you can in 20:00)

Instructions: Get a deck of cards. The 4 Queens are your target cards. Choose a number to represent "n". Flip through a deck of cards, turning over one card at a time. When a target card is flipped, you must recall the card "n" times before the target card. For example, if n is 3 and a queen is flipped over, you must recall the card 3 cards before the Queen. You can increase the difficulty of this by stating what characteristics of the card need to be recalled to get the point; colour, suit, number.

N Back Score Box

1	2	3	4	5	6	7	8	9	10

Part 2: Mantra. Practice your mantra!! 10 sets of: 6 pushups + 7 situps + 8 Russian Kettlebell Swings. Rest sixty seconds after each set of 6 pushups + 7 situps + 8 Russian Kettlebell Swings is complete.

## Day 4. Hands. Head. Heart.

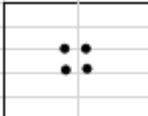
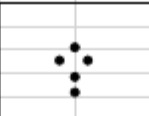
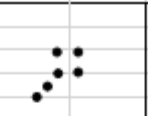

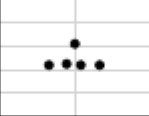
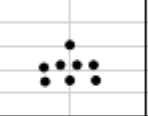
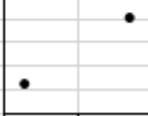
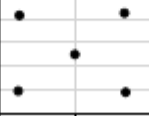

Every day is made up of our decisions. We MUST be mindful of our choices. Before deciding, pause and ask yourself, "Why am I doing this?"

*"There is something to be learned from a rainstorm. When met with a sudden shower, you try not to get wet and run quickly along the road. By doing such things as passing under the eaves of houses, you still get wet. When you are resolved from the beginning, you will not be perplexed, though you will still get the same soaking. This understanding extends to all things." - Hagakure*

### Part 1: BRAINWOD:

#### CALCULATION

Find the pattern and fill in the missing box			
1.)			
	1	3	6
2.)			
	2	6	12
3.)			
	5	12	33
4.)			
	1	4	9
5.)			
	5	8	11
6.)			
	8	10	12

7.)					
	4	5	6		
8.)					
	2	5	8		
9.)					
	2	5	7		

Part 2: Be relentless with your mantra! Build retention and belief! The world will not be kind to your hopes and dreams until you decide on who you want to be and how you want to live no matter what happens.

2 sets of: Walk/Run For 8:00 + 2:00 of air squats. Rest 5:00 between each set.



## Day 5: Head.

Begin your Box Breathing Journey Today!

Watch this video to learn how: <https://www.youtube.com/watch?v=UloGAiu1i8c>

Then, practice your box breathing techniques while you listen to this: Why Good Leaders Make You Feel Safe. <https://www.youtube.com/watch?v=lmyZMtPVodo>

Write your "Perfect Day" as you see it today and place it in an envelope.

### BRAINWOD:

#### LANGUAGE

Complete the Word Ladders. You can change one letter at a time, to get to the word at the bottom of the ladder.

#### Word Ladders

<b>COAL</b>	<b>BATH</b>	<b>SNOW</b>	<b>FILL</b>	<b>LACK</b>	<b>PIPE</b>
----	----	----	----	----	----
----	----	----	----	----	----
<b>WOOD</b>	<b>PITS</b>	<b>SHED</b>	<b>LIVE</b>	<b>DUNK</b>	<b>COPE</b>
<b>HOOD</b>	<b>PINS</b>	<b>SLED</b>	<b>LOVE</b>	<b>DUNE</b>	<b>MILK</b>
----	----	----	----	----	----
----	----	----	----	----	----
<b>BOAT</b>	<b>SINS</b>	<b>SLAP</b>	<b>HOST</b>	<b>MILE</b>	<b>MALT</b>

**SWEET      FLICK      STONE      BLACK      CHEST      SLEEP**

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-----

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**CHEAP      STORK      CLOSE      STALE      BRUSH      FREED**

Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature.  
Notice the people around you. Be present. Be here now.

## Week 3.

### Day 1: Head. Heart.

“A Mile in YOUR Shoes.”

Begin your box breathing and take 10 minutes to reflect on what causes you pain mentally and emotionally with work, family, life, etc.

Now, choose a weight that is commensurate with your pain. Put that weight in a backpack. Walk for 24 minutes (12 minutes in one direction, and 12 minutes back from the direction you came). When you get to your original starting point, put the pack and the weight down.

Now walk for 6 more minutes with no pack or weight. Think. Reflect. Box breathe. Mantra. Right down what you learned.

## Day 2: Head. Heart. Hands.

### BRAINWOD:

AMRAP in 4:00

10m Walking Lunges

10m Frog Hops

10m Bear Crawl

Then, complete the number scrambles

Number Scramble:

Using the numbers in the number bank, create a 6-digit number based on the clues given.

### Number Bank- 9 2 6 4 1 5

1. What is the smallest 6-digit number you can make?
2. What is the largest 6-digit number you can make?
3. What is the smallest 6-digit number you can make that begins with an even number?
4. What is the largest 6-digit number you can make that has a 9 in the hundreds place?
5. What is the smallest number you can make that ends in a 5?

That which bothers us is our own fault. Reflect on this during 4 minutes of box breathing.

Perform 30 minutes of a walk, weighted walk, run, bike, swim, stair climb, jump rope, punching bag, etc.

Reflect on what bothers you during these 30:00. Pick one issue, create a solution, put the solution in motion today.

## Day 3: Hands.

4 minutes of box breathing

Part A: Overhead Shoulder Press. 7 sets of 1. Practice STRENGTH!

Part B:

5 sets of:

20 seconds of pushups/40 seconds of rest

20 seconds of overhead dumbbell triceps press/40 seconds of rest

20 situps

## Day 4: Head. Hands.

Box Breathing at your leisure.

BRAINWOD:

Spend 3:00 studying the Names and Faces on this page. Then, using Image 2, fill in the names without looking at Image 1.



Steven



Tom



Jimmy



Richard



Stephanie



Angela



John



Susan



Bobby



Sophie



Carter



Ned



Andrew



Stella



Sam





Sam	Richard	Ned	Sophie	Stephanie	John	Steve	Carter
Susan	Bobby	Stella	Andrew	Angela	Tom	Jimmy	

Practice your box breathing during today's workout and reflect on who you can forgive.

10 sets of: 6 dumbbell squats + 6 pull-ups + 1 minute rest

Whoever you are going to forgive, forgive them today.

## Day 5: Head. Heart. Hands.

As Many Sets As Possible In Thirty Minutes of:

1 dumbbell overhead press + 3 pushups + 6 situps + 200m run, walk, stair climb, or row.

Practice your mantra!

Then, unscramble the words on the following page as fast as possible. Time yourself.



## Word Scramble

Please unscramble the words below

1. UTQAS

---

2. OIRCTSFS

---

3. OHWSRE

---

4. POELHENET

---

5. NTEABKL

---

6. REWTSAE

---

7. UCTPIRE

---

8. LDEIDTAF

---

9. LSLKBBEATA

---

10. EDAILDFT

---

11. OCLCK

---

12. EUTBLAFIU

---

13. ISNGRP

---

14. RTTUSNAAER

---

15. UPPLSUL

---

## Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature. Notice the people around you. Be present. Be here now.

## Week 4:

### Day 1: Heart.

Take a deep breath. Reflect on whatever you'd like during today's training session.

Perform 35 minutes of a walk, weighted walk, run, bike, swim, stair climb, jump rope, punching bag, etc. (Try a combination of any of these if you'd like.)

## Day 2: Heart. Hands.

Focus on the movements and your breath. Empty your mind today. Practice this. Every time you drift to something focus back on your breathing. In. Out. In. Out. (Make Mr. Miyagi proud.)

As many sets as possible in 20:00 of: 200m run or row + 6 dumbbell squat to overhead press

## Day 3: Head. Heart. Hands.

Practice your box breathing while you listen to this:

<https://www.youtube.com/watch?v=ZbQh1ZPG5pc>

Workout:

1000m row + 30 pushups

750m row + 20 pushups

500m row + 10 pushups

Practice your MANTRA!

BRAINWOD:

Complete the simple math sheet below as fast as possible. Time yourself!

$\frac{70}{\div 10}$	$\frac{70}{\div 10}$	$\frac{56}{\div 8}$	$\frac{28}{\div 7}$	$\frac{35}{\div 7}$	$\frac{77}{\div 7}$	$\frac{7}{\times 10}$	$\frac{28}{\div 7}$	$\frac{21}{\div 7}$	$\frac{7}{\times 9}$
$\frac{7}{\times 11}$	$\frac{42}{\div 7}$	$\frac{84}{\div 7}$	$\frac{21}{\div 3}$	$\frac{11}{\times 7}$	$\frac{7}{\times 7}$	$\frac{35}{\div 7}$	$\frac{84}{\div 12}$	$\frac{10}{\times 7}$	$\frac{7}{\times 10}$
$\frac{6}{\times 7}$	$\frac{28}{\div 4}$	$\frac{7}{\times 10}$	$\frac{8}{\times 7}$	$\frac{7}{\div 1}$	$\frac{49}{\div 7}$	$\frac{3}{\times 7}$	$\frac{56}{\div 7}$	$\frac{7}{\times 1}$	$\frac{21}{\div 3}$
$\frac{28}{\div 7}$	$\frac{84}{\div 7}$	$\frac{7}{\times 1}$	$\frac{21}{\div 7}$	$\frac{49}{\div 7}$	$\frac{7}{\times 11}$	$\frac{11}{\times 7}$	$\frac{3}{\times 7}$	$\frac{42}{\div 7}$	$\frac{7}{\div 1}$
$\frac{42}{\div 6}$	$\frac{42}{\div 7}$	$\frac{8}{\times 7}$	$\frac{56}{\div 8}$	$\frac{7}{\times 6}$	$\frac{7}{\div 7}$	$\frac{7}{\times 9}$	$\frac{7}{\times 4}$	$\frac{10}{\times 7}$	$\frac{4}{\times 7}$
$\frac{42}{\div 6}$	$\frac{35}{\div 7}$	$\frac{63}{\div 9}$	$\frac{3}{\times 7}$	$\frac{7}{\times 9}$	$\frac{12}{\times 7}$	$\frac{84}{\div 7}$	$\frac{70}{\div 10}$	$\frac{21}{\div 3}$	$\frac{28}{\div 7}$
$\frac{7}{\times 12}$	$\frac{84}{\div 7}$	$\frac{7}{\times 11}$	$\frac{8}{\times 7}$	$\frac{7}{\times 8}$	$\frac{77}{\div 7}$	$\frac{77}{\div 11}$	$\frac{70}{\div 7}$	$\frac{10}{\times 7}$	$\frac{8}{\times 7}$
$\frac{35}{\div 5}$	$\frac{14}{\div 7}$	$\frac{7}{\times 8}$	$\frac{49}{\div 7}$	$\frac{28}{\div 4}$	$\frac{35}{\div 5}$	$\frac{7}{\times 1}$	$\frac{6}{\times 7}$	$\frac{7}{\times 6}$	$\frac{11}{\times 7}$
$\frac{84}{\div 12}$	$\frac{42}{\div 7}$	$\frac{21}{\div 3}$	$\frac{1}{\times 7}$	$\frac{7}{\times 7}$	$\frac{7}{\times 8}$	$\frac{5}{\times 7}$	$\frac{84}{\div 12}$	$\frac{7}{\times 2}$	$\frac{11}{\times 7}$
$\frac{7}{\times 2}$	$\frac{7}{\times 1}$	$\frac{77}{\div 11}$	$\frac{7}{\times 5}$	$\frac{1}{\times 7}$	$\frac{77}{\div 7}$	$\frac{4}{\times 7}$	$\frac{84}{\div 12}$	$\frac{35}{\div 7}$	$\frac{28}{\div 4}$

## Day 4: Hands

Practice your box breathing for 4:00. Enjoy your training today!

Part A. Deadlift. 7 sets of 1. Be TECHNICAL first, then worry about "STRENGTH". Strong houses cannot be built on weak foundations. Technique IS the foundation.

Part B. Air Squats. 10 sets of max air squats in 15 seconds/45 seconds of rest.

## Day 5: Hands. Head.

4 minutes of box breathing while you watch this:

<https://www.youtube.com/watch?v=7CIOWh1JNTs>

How does surviving a fall into a quicksand apply to you or your business?

Benchmark Re-Test:

Max squats to a chair in 1:00/2:00 rest

Max situps or plank hold in 1:00/2:00 rest

Max pushups or pushups to a target in 1:00/2:00 rest

Max distance run/walk/row in 12:00

Congratulations! You are halfway through the program!

## Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature.

Notice the people around you. Be present. Be here now.

## Week 5:

### Day 1: "Head".

Part 1: Congratulations! You are halfway through the Flow State jumpstart! Practice your box breathing for 4 minutes and reflect on this question: "What has improved in my life recently?" Today, thank the people in your life who have helped you get where you are today.

### Part 3: BRAINWOD:

Tabata Words

Do 8 rounds of 20 seconds on, 10 seconds rest of Air Squats.

During each round of work, think of as many words as possible that start or end with a letter given by a partner or chosen at random.

Change letters each round.

## Day 2: "Head. Heart."

### Part 1: BRAINWOD:

First, spell the word "watermelon"

3 rounds

10 line hops => forward roll => 10 squats => backwards roll => 10 burpees => log roll

Between each round, move the first letter in the word 2 places to the right, and spell the word again.

Focus:

Trace 10 figure 8 patterns with each hand.

WOD:

Spell the word "zucchini"

then...

3 rounds:

3 deadlifts

3 hang power cleans

3 front squats

3 push jerks

Between each round, move the 'z' two places to the right and spell the new word.

Part 2: Perform 40 minutes of walk, weighted walk, run, bike, swim, stair climb, jump rope, punching bag, etc. (Try a combination of any of these if you'd like.) Listen to whatever you would like or nothing at all.



# Day 3: “Head. Heart. Hands.”

## Part 1: BRAINWOD

### Word Associations:

Find a third word that goes with the following pairs:

1. LOCK — PIANO
2. SHIP — CARD
3. TREE — CAR
4. SCHOOL — EYE
5. PILLOW — COURT
6. RIVER — MONEY
7. BED — PAPER
8. ARMY — WATER
9. TENNIS — NOISE
10. EGYPTIAN — MOTHER

Part 2: Row, run, ride, swim or box for 6 sets of the following: Max effort for 1 minute, rest for 1 minute

Part 3: 10 sets of 7 bent over barbell rows + 7 deadlifts + 7 over the bar burpees.

## Day 4. "Heart."

Part 1: Run, walk, row, bike or swim for 30:00. Listen to this while you do:  
<https://www.youtube.com/watch?v=olrT1eHs1b0&t=1374s>

## Day 5. "Heart. Hands."

Part 1:

As many rounds or reps as possible in 3:00 of:

7 Dumbbell squats

7 Dumbbell presses

Rest 3:00

As many rounds or reps as possible in 3:00 of:

10 air squats

10 situps

Rest 3:00

As many rounds or reps as possible in 3:00 of:

5 Dumbbell squat to overhead press

10 situps

## Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature. Notice the people around you. Be present. Be here now.

# Week 6.

## Day 1. Head. Heart. Hands.

Your life is merely a reflection of your decisions to do what you can with what you have where you are. Accept this. You are the leader.

### Part 1: BRAINWOD:

#### Memory Shuttle:

Set up a shuttle run course using 3 cones at 5m, 10m and 15m intervals.

Spread out a full deck of cards, facedown at one end of the shuttle run course.

Flip over 4 cards after each FULL shuttle run. Try to find the matches.

Continue the shuttle runs/walks and flipping cards until all matches are found for a total time.

Part 2: As many rounds or reps as possible in 20:00 of 500m row + 12 pushups

## Day 2: Hands.

Part 1: Take 15:00 to find a technique PR deadlift. Weight is secondary to technical capacity. Enjoy! Compare this to Week 2!

Part 2: 5 sets not for time of: 6 dumbbell lunges (each leg) + 7 dumbbell curls (each arm) + 8 dumbbell rows (each arm). Rest as needed. Compare this to week 2!

## Day 3. Hands. Head.

### Part 1: BRAINWOD:

Franamatics: do 21 reps of thrusters and pullups, then 15 reps of each, then 9 reps of each.

Then do the math questions as quickly as possible. Subtract 2 seconds from your total time for each correct math question.

$$\begin{array}{r} 804 \\ - 188 \\ \hline \end{array} \quad \begin{array}{r} 851 \\ - 195 \\ \hline \end{array} \quad \begin{array}{r} 939 \\ + 336 \\ \hline \end{array} \quad \begin{array}{r} 740 \\ + 797 \\ \hline \end{array} \quad \begin{array}{r} 242 \\ + 119 \\ \hline \end{array} \quad \begin{array}{r} 973 \\ + 186 \\ \hline \end{array} \quad \begin{array}{r} 165 \\ - 104 \\ \hline \end{array}$$

$$\begin{array}{r} 419 \\ - 385 \\ \hline \end{array} \quad \begin{array}{r} 910 \\ + 639 \\ \hline \end{array} \quad \begin{array}{r} 182 \\ + 509 \\ \hline \end{array} \quad \begin{array}{r} 629 \\ - 220 \\ \hline \end{array} \quad \begin{array}{r} 747 \\ + 434 \\ \hline \end{array} \quad \begin{array}{r} 507 \\ - 504 \\ \hline \end{array} \quad \begin{array}{r} 468 \\ - 164 \\ \hline \end{array}$$

$$\begin{array}{r} 380 \\ + 369 \\ \hline \end{array} \quad \begin{array}{r} 676 \\ + 380 \\ \hline \end{array} \quad \begin{array}{r} 470 \\ - 366 \\ \hline \end{array} \quad \begin{array}{r} 439 \\ + 747 \\ \hline \end{array} \quad \begin{array}{r} 551 \\ - 368 \\ \hline \end{array} \quad \begin{array}{r} 100 \\ + 502 \\ \hline \end{array} \quad \begin{array}{r} 619 \\ - 579 \\ \hline \end{array}$$

$$\begin{array}{r} 774 \\ + 234 \\ \hline \end{array} \quad \begin{array}{r} 998 \\ - 805 \\ \hline \end{array} \quad \begin{array}{r} 720 \\ + 726 \\ \hline \end{array} \quad \begin{array}{r} 911 \\ + 288 \\ \hline \end{array} \quad \begin{array}{r} 201 \\ - 127 \\ \hline \end{array} \quad \begin{array}{r} 379 \\ + 802 \\ \hline \end{array} \quad \begin{array}{r} 640 \\ + 353 \\ \hline \end{array}$$

$$\begin{array}{r} 552 \\ + 172 \\ \hline \end{array} \quad \begin{array}{r} 519 \\ + 258 \\ \hline \end{array} \quad \begin{array}{r} 922 \\ - 839 \\ \hline \end{array} \quad \begin{array}{r} 473 \\ + 647 \\ \hline \end{array} \quad \begin{array}{r} 380 \\ - 280 \\ \hline \end{array} \quad \begin{array}{r} 221 \\ - 127 \\ \hline \end{array} \quad \begin{array}{r} 535 \\ + 491 \\ \hline \end{array}$$

$$\begin{array}{r} 541 \\ + 306 \\ \hline \end{array} \quad \begin{array}{r} 776 \\ - 292 \\ \hline \end{array} \quad \begin{array}{r} 154 \\ + 468 \\ \hline \end{array} \quad \begin{array}{r} 295 \\ - 106 \\ \hline \end{array} \quad \begin{array}{r} 931 \\ - 230 \\ \hline \end{array} \quad \begin{array}{r} 549 \\ + 563 \\ \hline \end{array} \quad \begin{array}{r} 544 \\ + 382 \\ \hline \end{array}$$

$$\begin{array}{r} 401 \\ + 553 \\ \hline \end{array} \quad \begin{array}{r} 161 \\ + 627 \\ \hline \end{array} \quad \begin{array}{r} 229 \\ - 199 \\ \hline \end{array} \quad \begin{array}{r} 644 \\ + 728 \\ \hline \end{array} \quad \begin{array}{r} 221 \\ - 123 \\ \hline \end{array} \quad \begin{array}{r} 446 \\ + 550 \\ \hline \end{array} \quad \begin{array}{r} 871 \\ - 147 \\ \hline \end{array}$$

Part 2: Mantra. Practice your mantra!! 100 RKB swings + 100 situps + 100 mountain climbers.

## Day 4. Hands. Head. Heart.

Part 1: Box Breathing. Gratitude.

BRAINWOD:

Story Starters

Continue the story for as long as your thoughts flow freely. When you have to stop and think about what happens next, the activity is over.

Last night, I climbed to the top of the moon and saw...

Part 2: 2 sets of: Walk/Run For 10:00 + 2:00 of pull-ups. Rest 5:00 between each set.

## Day 5: Head.

Ego can often hold us back. Let go of your need to control matters today and practice listening... to both your inner mind and your team of people around you. You do not have to ACT on anything you hear, just become aware and consider what you learn as you go into the weekend.

### BRAINWOD:

“Crime Scene” by Jeff Martin of The Brand X Method

Place 8-12 random items on a box in your gym or office.

Then perform:

400m Run

2:00 Wall Sit in your gym or office

400m Run

Then, recall all items on the box where the wall sit was done.

## Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature. Notice the people around you. Be present. Be here now.



## Week 7.

### Day 1: Head. Heart.

“A Mile in YOUR Shoes.” Again.

Begin your box breathing and take 10 minutes to reflect on what causes you pain mentally and emotionally with work, family, life, etc.

Now, choose a weight that is commensurate with your pain. Put that weight in a backpack. Walk for 24 minutes (12 minutes in one direction, and 12 minutes back from the direction you came). When you get to your original starting point, put the pack and the weight down.

Now walk for 6 more minutes with no pack or weight. Think. Reflect. Box breathe. Mantra. Right down what you learned doing this a SECOND time. What changed? What stayed the same? What will you DO with the information you now have?

## Day 2: Head. Heart. Hands.

You are the master of your fate, you are the captain of your soul and you are the leader because you have CHOSEN to be. So listen, love and lead. Reflect on this during 4 minutes of box breathing.

Perform 40 minutes of a walk, weighted walk, run, bike, swim, stair climb, jump rope, punching bag, etc. What actions will you take today to make the world a better place?

BRAINWOD: Use the following words in a story: burglar, envelope, forest, desk lamp. Start the narration as soon as the workout has finished

## Day 3: Hands.

4 minutes of box breathing

Part A: Find a 5 rep max deadlift.

Part B:

5 sets of:

20 seconds of pullups/40 seconds of rest

20 seconds of dumbbell squats/40 seconds of rest

20 situps

## Day 4: Head. Hands.

Box Breathing at your leisure.

Practice your box breathing during today's workout and reflect on what will propel your team to the next level in your business.

In 15:00 perform 100 burpees and use the remaining time (if there is any) to do as many pushups as you can.

Whatever will propel them, let them know and ask them if they are willing to begin it with you.

**BRAINWOD:**  
Tabata Cards

Using the Tabata interval of :20 of work followed by :10 of rest, the athlete turns over three cards and has 20 seconds to study. At the :20 mark, the athlete turns the three cards face down for 10 seconds. Immediately after the 10-second rest, the athlete has 20 seconds to study a *new* set of three cards, followed by a 10 second break (in which the cards are turned face down.) Continue for eight rounds, keeping each set of three cards separate. After eight rounds the athlete attempts to accurately recall as many cards as possible in order, for a maximum score of 24.

Rules:

- The athlete must name the card before turning it face up. A correct match equals 1 point.
- The athlete turns the cards over in the same order they were given.

Scoring:

The number of cards correctly recalled out of 24 = total.

## Day 5: Head. Heart. Hands.

### BRAINWOD:

Fill the grid with the numbers 1 to 9 in such that each number appears only once in each row, column and region (3 by 3 block). Never guess the place of a number and only fill it in when you are sure.

7	8			2	6		9	5
5					1		6	
6			9	8	5		1	3
4		7		9	2			1
3		8	1		4			6
	2		6			9	4	8
2		4	5	1	3	6	8	
9		3					2	
8	1	6	2		9	5	3	

As Many Sets As Possible In Thirty Minutes of:

10 RKB swings + 20 mountain climbers + 200m run, walk, stair climb, or row.

Practice your mantra! Listen to whatever you wish. Get centered and enjoy work well done!

## Day 6 and 7.

Rest. Recover. Eat. Laugh. Play. Hug. Love. Smile. Breathe deeply. Notice nature.  
Notice the people around you. Be present. Be here now.

## Week 8: Last week!

### Day 1: Heart.

Take a deep breath. Reflect on whatever you'd like during today's training session.

Perform 35 minutes of a walk, weighted walk, run, bike, swim, stair climb, jump rope, punching bag, etc. (Try a combination of any of these if you'd like.)

## Day 2: Heart. Hands.

Focus on the movements and your breath. Empty your mind today. Practice this. Every time you drift to something focus back on your breathing. In. Out. In. Out. (Make Mr. Miyagi proud.)

As many sets as possible in 20:00 of: 200m run or row + 6 dumbbell squat to overhead press. Compare to Week 4!



## Day 3: Head. Heart. Hands.

Workout:

1000m row + 30 pushups

750m row + 20 pushups

500m row + 10 pushups

Practice your MANTRA! Compare to Week 4!

**BRAINWOD:**

Spot the Differences



## Day 4: Hands

Practice your box breathing for 4:00. Enjoy your training today! Reflect on what you will improve today.

Part A. EMOM for 30:00 perform 10 air squats.

Act on what you have discovered about yourself!!

## Day 5: Hands. Head.

4 minutes of box breathing. Empty your mind. Re-Test

Benchmark Re-Test:

Max squats to a chair in 1:00/2:00 rest

Max situps or plank hold in 1:00/2:00 rest

Max pushups or pushups to a target in 1:00/2:00 rest

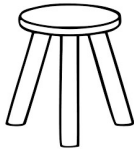
Max distance run/walk/row in 12:00

Memory

2:00 to study pictures. 2:00 Burpees. 5:00 of memory retrieval questions.



1) Which of the following pieces of furniture was shown? Circle the correct answer.



2) What colour was on the crayon?

- e. Red
- f. Black
- g. Purple
- h. Orange

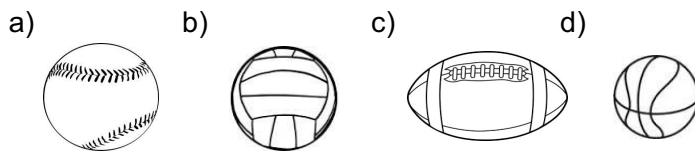
3) How many different kinds of fruit were included?

- e. 4
- f. 5
- g. 6
- h. 9

4) Which writing utensil was not included?

- e. pencil
- f. crayons
- g. pen
- h. marker

5) Which ball was not included?



6) Which award was shown:

- e. diploma
- f. trophy
- g. medal
- h. ribbon

7) What is in the top left corner?

- e) a strawberry
- f) a globe
- g) a chair
- h) a sharpener

8) How many kinds of food are shown?

- e) 4
- f) 5
- g) 8
- h) 9

9) What kind of cutting device was shown?

- f) a knife
- g) scissors
- h) a sword
- i) a saw

10) How many things could be used to write with?

- e. 4
- f. 5
- g. 3
- h. 6

11) Which fruits were in the picture?

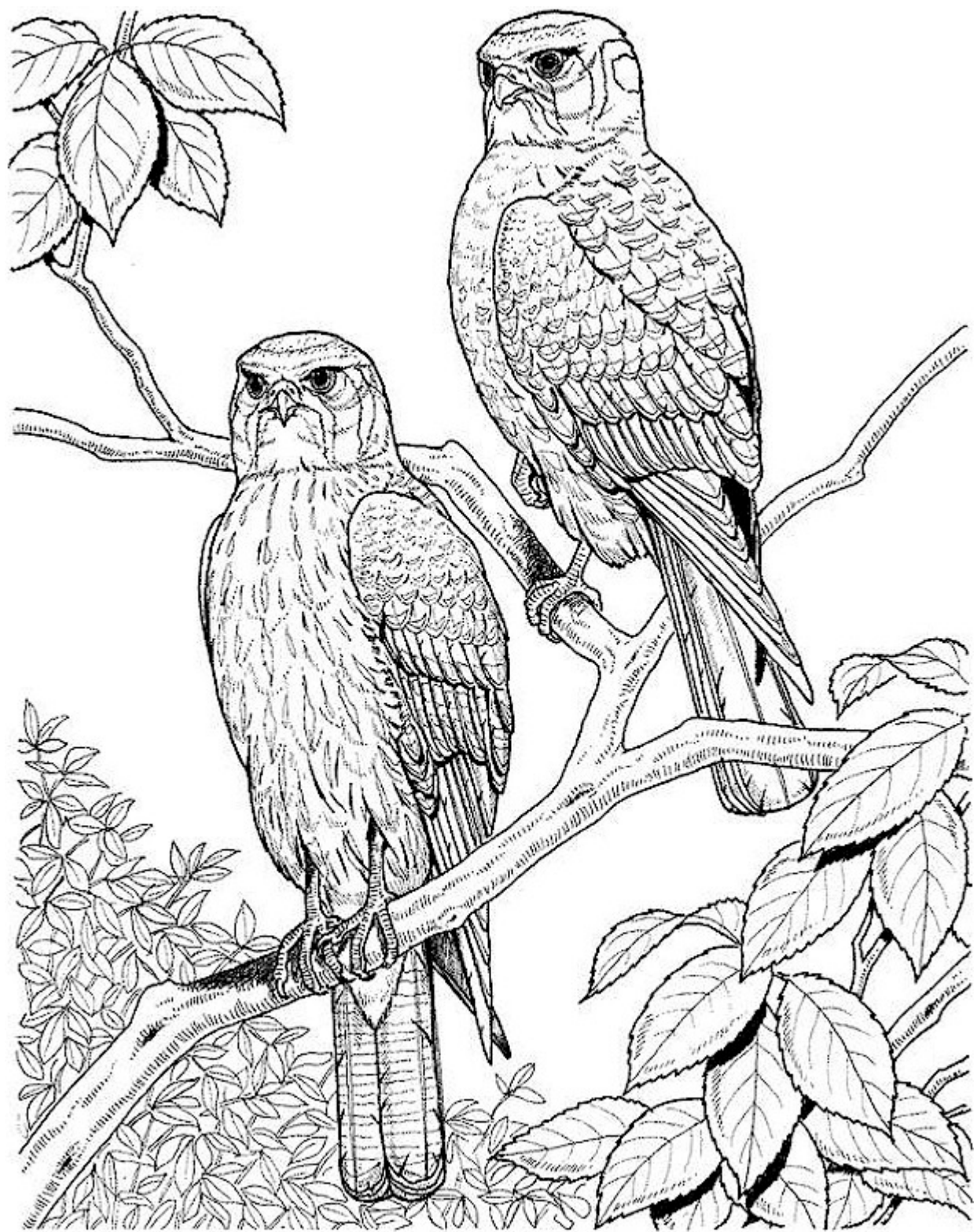
- e. Apple, banana, orange
- f. Grapes, lemon, strawberry
- g. Grapes, orange, apple
- h. Banana, strawberry, orange

12) How many books were in the picture?

- e. 1
- f. 2
- g. 3
- h. 4

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Congratulations! Go to the envelope you sealed 8 weeks ago and open it. Enjoy what you have earned.

Do not stop now. Never stop. Not ever. Well done!









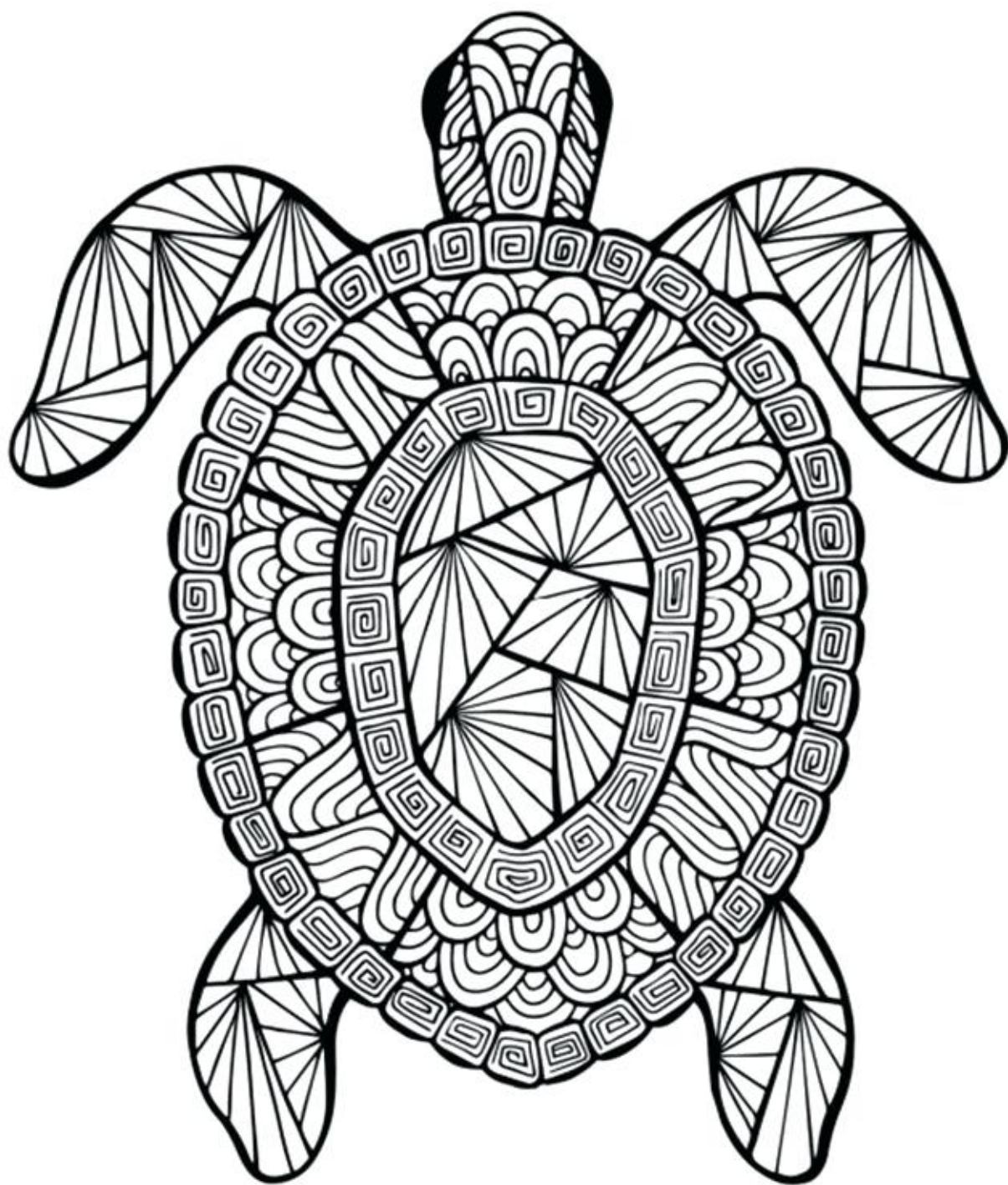


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There are four phases of entrepreneurship.

In the Founder and Farmer phases, my role as your mentor is to help you build your business.

In the Tinker phase, my role as mentor is to help you build yourself into a better entrepreneur.

In the Thief phase, my role is to help you build a legacy.

Your progress through the four phases of entrepreneurship depends on your ability to do the work that matters. It does NOT depend on your ability to put in time; to work a 16-hour shift; to starve; or to miss your family.

Entering the Flow State means you can do the important work; the creative work; the focused work that MUST be done, instead of just putting in time. It shortens your struggle and refines your day. It's critical for success.

Your next step, after completing this 8-week Flow State challenge, is to continue with exercise. Here are your options:

Find a local coach or personal trainer who understands Flow State and your needs as an entrepreneur. For a list, go to [www.TwoBrain.com/flow](http://www.TwoBrain.com/flow) and click the link there.

Find a local coach or personal trainer who trains other entrepreneurs, and give them this book.

Find a local IgniteGym.

Find a CrossFit gym. Tell the coach your goals (if there's no opportunity to sit and talk about your goals before jumping in, find a different CrossFit gym.)

But MOVE. Move yourself, move your body, move your business.

MAXIMIZE. Maximize the time you spend, the energy you spend, and the brainpower you have.

You're a different kind of athlete. Perform.