

CHAPTER 20

Igniting Shift To Solutions: 30 Minutes For 30 Days!

By Ron Jones

*“Beauty of style and harmony and grace and good rhythm
depend on simplicity.” ~ Plato*

Movement. It creates heat and defines life itself. Basic movement is good and accessible for all—no money or advanced social status required. Movement—life, hope, future—it’s that simple.

In an age of endless exercise programs, equipment, protocols, fitness gimmicks, guerilla marketing, and opinions—most people are still not moving enough to make a health difference in their lives. Stop moving—start dying! Start moving—give yourself a fighting chance through fitness. I have a great option—for some, a real solution after decades of frustration. Got 30 days? If you are ready to leave excuses and failures behind for 30 days, this plan can be life changing for you—and hopefully for others in your life as well.

I’ve exercised over 1600 days in a row for at least 30 minutes per day. It’s the only thing in life I have ever done with a 100% success rate—the **ONLY** thing. Most of the time I did not want to exercise, yet **ALL** of the time I was glad that I did. My daily exercise routine has a radically different approach. Allow me to share my “Fit Formula” for exercise success, because I believe **YOU** can learn to exercise at least 5–6 days per week for the rest of your life. Here’s my story...

“Just Move!” – Jack LaLanne

Health and fitness is my life. I have dedicated my career to helping others be healthy. Be careful what you ask for! After my first two years as a Corporate Wellcoach, I had nearly worked myself into the hospital from fatigue. I had sacrificed my own health for everyone else’s health. For a guy that believes Emerson was right when he wrote, “health is the first wealth,” I was near bankruptcy.

Ignite the Fighting Spirit!

I started thinking about what I did to build my successful education, professional career, athletic resume, and many of the best times in my life—I was fit, and the best of times were built around fitness activities. Years ago, I exercised every day year round with only one to two weeks off per year. Now? I was doing good to get three or four workouts in a week. It was time for change—back to the basics—fitness first! But where to begin? I had raced internationally. I had course records, honors, and a reputation. I decided to go back to the basics...just move. That is all. Humbling, but it was that simple—and where I needed to begin.

Mind Games

“Where your focus goes, everything else follows.”

~ Terry Orlick, Olympic Psychologist

Behavioral Psychology studies have shown it takes about 21 days to form a new habit, and about six months to make a permanent behavior change. I started thinking about how I needed a “kick-start” to change my behavior from only exercising a few times per week to exercising daily again.

While it sounds easy to say I’ll just exercise everyday then do it, without some sort of outline or process, it probably won’t happen. I coach people to exercise...I know the tricks and psychology, but now I was talking about MY OWN exercise behavior! I needed a shock to my system without adding negative stress...a challenge without crushing what was left of my spirit. I like to over prepare, so why not go from 21 to 30 days? Sounds like a nice even number. One month sounded more significant than 21 “days.” From here, the 30X30 NO EXCUSES Challenge and The Lean Berets were born...and I changed my life and returned to fitness along with helping many others along the journey. I’m going to

show you how to change your life through fitness in just 30 days. In an age of epidemic obesity, we need daily exercise more than ever. Let's "role."

The Set Up

Disclaimer—I'm about to make some radically different statements that oppose nearly everyone in the health and fitness business! Throw the complexities out the window with the fancy exercise equipment for the next 30 days. You don't need them nor are they important. I couldn't care less about how many calories you're burning per minute for the next 30 days. It doesn't matter! What about all those magazine articles and infomercials giving you the magic solution for a fee or that involves specialized protocols? They are flawed! Why? They focus on the body—not the mind. Get your brain in gear then your body will follow!

Igniting Shift to Solution!

Here's the paradigm shift that radically opposes conventional "wisdom" in health and fitness—your exercise intensity and program design don't have anything to do with you creating a physically active lifestyle the first 30 days, because even though my plan is "disguised" as an exercise challenge—it really is not about the body. Rather, it's about prioritizing your mind through your body in motion. Here's my plan. It's changed my life and the lives of many others taking us from not exercising or barely exercising to exercising most if not all days of the week, year after year. Ready to shift? Let's MOVE!

The Lean Berets 30 X 30 NO EXCUSES Challenge!

The Plan: There are only five rules of engagement in this Fit Formula for success. Five very simple rules that will challenge your mind through your body. It can change your life for the better—mentally, physically, and even spiritually. Prerequisite? Dedicate then execute after you declare NO EXCUSES for yourself. Interested? Report for duty below then get started!

RULES OF ENGAGEMENT

1. 30 Minutes Per Day Minimum
2. 30 Consecutive Days in a Row
3. NO EXCUSES!
4. NO Minimum Pace Required—JUST MOVE! .
5. Must Be "Dedicated Time" for Exercise

"I can't speak for others, but what makes the daily 30 work for me is the no excuse' concept. Don't be a sissy — just do SOMETHING every day.

It is like a zero tolerance policy for fitness BS.

No excuses eliminates a lot of rationalizations."

- Daniel Wolfe, Indiana

30 MINUTES: The absolute minimum adults should be exercising per day. Do it all at once or in smaller increments. It doesn't matter...**JUST GET IT DONE!**

30 DAYS: It takes 21 days to begin forming a new behavior and six months to create a permanent behavior change. One full month of regular exercise can truly set your behaviors into **ACTION**. Since there is no minimum requirement on pace or intensity, needing a "day off" is complete BS—you don't need a day off after a casual 30-minute walk, so keep going for 30 days!

NO EXCUSES: There are thousands of great workouts and types of fitness equipment; most people don't use any of them on a regular basis. **STOP** making excuses! If you don't exercise, you lose by gaining weight, losing mobility, and decreasing your health independence. **SO MOVE!** You might fight, cuss, kick, and scream until about 21 days then moving daily will just become part of **YOUR** regular daily behaviors. **NO Excuses!** Kick yourself in the butt—make it happen! You can thank The Lean Berets later...but for now, **GET MOVING** whether you "currently" like it or not!

PACE REQUIREMENT: NONE! JUST MOVE! Forget about sets, reps, elevated target heart rate zones, and other physio specifics for now. Mental is more important than physical at this point in the battle. Just get used to exercising daily then major "physical gains" will happen later. Keep it simple. You can always make exercise harder and more complicated, but in the first 30 days, the *complications are counterproductive*.

DEDICATION: I've heard the "excuses" about how yard work and housework are great "exercise," yet I've never heard anyone say they lost significant weight from pulling weeds or vacuuming! When you **DEDICATE** time for **EXERCISE ONLY**, it's a *higher level of "mental" commitment*. You force yourself to step up, reach for a higher goal, and take away your own excuses. Trust me—dedicating 30 minutes a day for 30 days in a row will yield results. If you break a leg, do arm lifts! But

find something you can do dedicated to movement! 30 days...NO Excuses—for a STRONGER and HEALTHIER YOU!

More Support—Exercise Psychology Strategies

The five Rules of Engagement can be enough for many people to kick-start a lifetime of daily exercise. But for some, they need a little more support. Here are some extra tips if you don't think you can do it on your own—strategies I used when I started the very first 30 X 30 Challenge years ago.

Public Support: Use “public declaration” to create more energy for your success. By making a declaration to others that you WILL succeed, it's really hard to quit. It's okay to lean on your friends, family, or co-workers to begin the 30 X 30 Challenge. When I started the challenge, I told my friends, family, clients, and posted on my website and blog. To be honest, there were many times that first two weeks when I would have quit if it were not for my promise to others that I would exercise for 30 minutes for 30 days. It's okay to get help—you will also inspire others through your sharing.

Self-Efficacy: Believe you can be physically active for life. It will happen. *Self-efficacy is the confidence of one's ability to perform a task.* The reason the 30X30 Challenge does not have a minimum pace requirement or other exercise complications is that those would decrease self-efficacy for most people just starting to exercise. ***Which are you more confident about performing for 30 days?*** Just moving 30 minutes per day, even if only walking at a slow pace or performing four aerobic exercise sessions per week at 65% or higher of your heart rate range, two strength-training sessions of 8-10 different exercises for all major muscle groups using 2-3 sets of 12-15 reps per set, plus one flexibility/mobility session per week doing yoga, static stretching, or other dynamic joint mobility protocols? Get the point? Given a choice to rank your exercise success confidence (self-efficacy) for “just moving” versus the more complex and “scientifically-validated” protocols above, I'd bet a truck load of organic carrots that nearly everyone would be more confident in just moving the first 30 days of exercising daily—NO pace required! Remember, most adults don't even come close to hitting all the official recommendations. Making your start up too complex or too hard in the beginning will be too threatening. It's not about the “exercise” in the beginning, even

though this is an exercise challenge! It's about moving your mind to create a paradigm shift...yes...daily exercise instead of sedentary behaviors leading us to the abyss of healthcare disaster is quite a change. Enhanced health through movement—get some!

Moving Beyond 30 Days... Let's "ROLE"

Children and Family: We have a severe child obesity crisis—epidemic in proportions. The best way to prevent child obesity is by adults setting the example to be both physically active and healthy. It is mandatory that adults be good role models of health for children—anything less will not reverse the devastating trends which now threaten the next generation.

In addition to “adult” physical ailments that children are developing like diabetes, high blood pressure, joint problems, and more, today's children have higher levels of depression and more prescription drug issues to treat depression. There are immediate mood-enhancing benefits to physical movement! In just five minutes, you can improve mood with physical movement especially if outside in a natural environment. Give your kids a fighting chance with fitness. Teach them to appreciate health and a physical culture, and you and your family will reap decades of positive rewards instead of decades of suffering from disease and preventable healthcare costs. The start up for reversing child obesity is so simple—just get them moving because moving makes people feel better. It's how our bodies were designed to stay alive—through physical movement—not static postures and sedentary lifestyles.

Community: *Once you get yourself and family moving on a daily basis, you must help inspire others in the community.* The healthier we are as a society, the more everyone benefits. Health cannot be about me or about you—*health must be for ALL*. Spread the good word of health. There are no negative side effects to health! No elongated disclaimers needed for simple exercise! Inspire others, keep it simple, and help them to understand and have confidence they also can be physically active. That's the “Avenger of Health” part!

Pride and Discipline

Jack LaLanne once told me in an interview that people today have lost pride and discipline. They need to regain their pride of ownership for

their own bodies! In fact, many people spend more money and time maintaining their cars than their bodies!

Daily exercise is a discipline. LaLanne admitted that he did not really like exercise—but he liked the results. It's not easy to exercise every day, but the results are worth the daily work and effort. Take action for health and fitness. Start with just 30 minutes a day for 30 days. Just move! It's that simple. Remember...after over four and a half years of exercising every single day, I don't regret a single workout. That's a 100% success rate.

While there are no guarantees in life, no matter how much we exercise or how well we eat, healthy and fit people clearly have an increased advantage for success. Regardless of what life brings, simple movement can greatly enhance your mood and ability to deal with the challenges. Give yourself a fighting chance with fitness. Make your foundation strong with health. *See you in 30 days!*



About Ron

Ron Jones has a master's degree in kinesiology with a sub-discipline in sport and exercise psychology. He is president of Ron Jones LLC in Valencia, CA and founder of TheLeanBerets.com. He is a certified Health Fitness Specialist with American College of Sports Medicine, certified RKC Kettlebell Instructor, certified Z-Health Movement Coach, and licensed Corporate Wellcoach.

Ron and his associates provide wellness, injury prevention, and health promotion services for corporations, organizations, and community groups. Ron has served as an endurance cycling consultant/race official nationally and internationally and presented at state and national conventions on corporate wellness and bicycle/pedestrian safety.

To learn more about Ron Jones and other simple solutions to improve health, visit: RonJones.Org or TheLeanBerets.Com.