

Oh exercise, most of us know we should be doing more... but what do you do, how do you do it and most importantly where do you find the time?

In this short resource we'll clear up what the minimal amount of exercise is, why it's an extremely good idea to make it a priority and some easy ways to implement it.

---

Pg 2. How much exercise should you do?

Pg 4. Why exercise is the best 'investment' you'll ever make.

Pg 5. 7-minutes to refreshing flexibility.

Pg 6. References.

# What's the minimal effective dose?

## *AKA* How do you get maximal benefits for minimal time?

For busy professionals, time efficiency is an important consideration when determining how to implement exercise into your lifestyle. In this case, here's the minimal effective dose (MED) to get the maximal benefit for your time.

For improvements in strength, health markers and body composition, the current Australian Physical Activity Guidelines recommends **strength training 2x per week**, provided you're following a progressive and structured program.

**Current guidelines:**

- 2x strength training sessions per week.
- 75-300mins aerobic exercise per week.

Aerobic exercise (such as walking, bike riding or running on the cross trainer) is slightly different. The current Guidelines recommends you accumulate **150-300 minutes** of moderate intensity activity per week. If you take it up to vigorous activity the recommendation drops to **75-150 minutes** total.

**This is for general health.**

There's a little more to exercise...

# Executive Efficiency

## Guidelines

An important note is the acute benefits of exercise. Research shows that just 20-minutes of aerobic exercise improves blood flow to the brain, boosting mood and motivation (by 41%) and your ability to deal with stress (by 27%).

This is accompanied by the release of the neurotransmitters dopamine, noradrenaline and serotonin, which serve to boost our interest, alertness and enjoyment.

Therefore, it's a good idea to make the most of these extra benefits by doing something before work or using aerobic exercise as a short break away from your desk.

### Executive MED Guidelines

- 2x 45-minute strength training sessions per week.
- A brisk 20-minute walk every weekday (done in the morning or work hours to maximise cognitive enhancements).

*Note: This is focused on time-efficiency for busy professionals and these are the minimal doses to see immediate benefit. The next level would be a third strength training session and a longer aerobic exercise bout on the weekend.*

You'll begin to see the benefits within 14-days of starting an exercise routine.

# Why is exercise the best 'investment' you can make?

When we think about investing, we consider the return on the investment in the short and long term, as well as the costs associated.

In the **short-term** you'll increase your energy and mental acuity. You'll look and feel better. You'll gain confidence, improve self-control and fit into old clothes. You'll sleep better, think more clearly and be less moody. I can go on and on...

In the **long-term** you lower the chances of diabetes, brain deterioration and heart disease. According to the National Institute of Health, you'll also improve your life expectancy by 3.4 years (and have a better quality of life to go with it). These are some pretty strong benefits which your future self will be grateful for.

**The main cost of exercise is time.** Are these benefits worth the small amount of time needed? In most cases, yes. **The average Australian spends 2 hours and 24 minutes a day watching TV and 1 hour 39 minutes a day on social media.** With a little bit of planning and prioritisation, you'll be able to implement exercise into your weeks without any disruption and immediately gain the benefits.

# A Simple 7-minute Stretching Routine

Moving from upper body to lower body, **in 7-minutes you can feel refreshed, physically and mentally.** Over the long-term, stretching can minimise things like chronic lower back pain and musculoskeletal disorders.

This is the perfect thing to do as soon as you wake up in the morning, after a long day of meetings or whenever you want to make the most of a spare 7-minutes.

Click the picture below to see the routine (it's sped up so is only 1min 48sec long).



'Self-care' can be implemented easily and efficiently.

# REFERENCES

## REFERENCES:

Moore SC, et al. Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis. PLoS Medicine. November 6, 2012. doi: 10.1371/journal.pmed.1001335.

NHS Choices, UK (Treating obesity), Australian Government Department of Health (Australia's Physical Activity and Sedentary Behaviour Guidelines)

The global state of digital in 2018 - Hootsuite

Media Consumer Survey 2018 - Australian media and digital entertainment preferences

Q4 2017 Australian Video Viewing Report - OzTAM